

LIFE

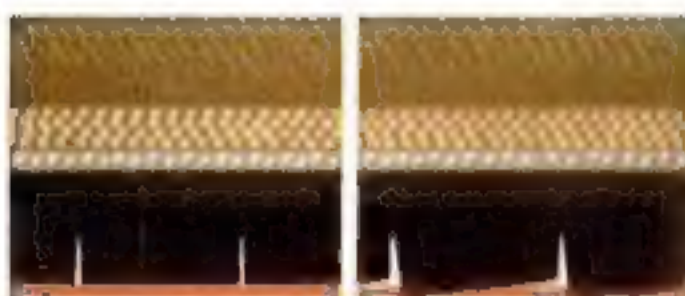
A black and white portrait of a middle-aged man with a mustache, wearing a military uniform with epaulettes. He is looking slightly to the right with a serious expression. The background is a light-colored wall with some faint markings.

SINGAPORE'S COMMANDER IN CHIEF

JULY 21, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



Why Royal Master owners relax, have fun, never worry...



THEY FEAR NO SKIDS. The instant brakes are applied Royal Master's seven ribs break into individual, tilted tread blocks (A to B) wherever they touch the road. Note (B) how blocks cut through the film of water, dust, oil to grip the road. This active tread—a moving, working safety device—controls skids, stops you quicker.



THEY FEAR NO BLOWOUTS. On a curve at high speed (C) outside tires may carry double their normal load, throwing terrific strain on the cord body. With Safety Bonding (D) each cord is treated in pure latex before the plies are cushioned in heat-resisting rubber. This doubly protects against blowouts due to heat, impact or speed.



THEY GET MORE MILEAGE. The thick, long-wearing tread of Tempered Rubber (E) now has been improved with a special compound to give it greater resistance to destructive heat and even more mileage. When the tread is half worn, any U. S. Dealer will regroove it (F) restoring the tread depth...nearly doubling the non-skid wear.



LONGER DRIVES! "If my Royal Masters ever do wear out, you may be sure I'm buying another set. I find their cost is more than justified by their longer mileage," says a salesman.



PLAY SAFE! "Royal Masters once saved my life. During a rain storm the car ahead skidded... Frantically I applied the brakes and my tires brought me to a 3-point stop," writes a motorist.



HOW TO SAVE RUBBER, a vital defense material, is told in this **FREE** book of tire facts—how to save 20% of your tire mileage; how to double your non-skid mileage; things you should know in buying new tires—facts that will help you save rubber and prevent accidents, too. Get your **FREE** copy at your U. S. Dealer's or write to U. S. Rubber Co.



"ONCE YOU RIDE ON U. S. ROYAL MASTERS YOU'LL NEVER BUY ANY OTHER TIRES"

UNITED STATES RUBBER COMPANY

1230 Sixth Avenue, Rockefeller Center, New York • In Canada: Dominion Rubber Co., Ltd.



Cut him loose and let him go

An Advertisement to Men

No matter what other good points he may have, a man who is guilty of halitosis (bad breath) is likely to be dropped in a hurry by fastidious women—and deservedly.

After all, halitosis is the unpardonable offense that may nip many a friendship or romance in the bud . . . close many a door to him . . . stamp him as an objectionable or careless person.

Anyone can have a bad breath at some time or other. Unfortunately, you yourself may not know when you are thus afflicted . . . but others do. Therefore, don't fail to

be on guard against this condition which, although sometimes systemic, is primarily caused, say some authorities, by the fermentation of tiny food particles on teeth, mouth, and gum surfaces.

A wise precaution, simple, easy and wholly delightful is Listerine Antiseptic used as a mouth rinse. Listerine Antiseptic immediately halts fermentation, then overcomes the odors fermentation causes. Almost immediately the breath becomes sweeter, fresher, purer, less likely to offend.

If you want others to like you . . . if you want to put your best foot forward socially and in business, get in the habit of using Listerine Antiseptic. Rinse the mouth with it every morning and night, and be sure to use it between times before business and social engagements. It pays.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.



LET LISTERINE LOOK AFTER YOUR BREATH

"War is H-I" Until Mum goes under Arms!



The young lieutenant could chauf-fear a tank—juggle ballistics—lay a deadly barrage—quote Foch at the Marne with equal aplomb. But the only company that gave him "Attention" was Company A—and he had to "command" to get it.



Girls never danced with the lieutenant—twice. Socially he wasn't making the grade until a nurse told him: "Handsome—maybe the brave deserve the fair, but remember the fair deserve a break!"



EVERY MAN SHOULD KNOW A BATH ONLY REMOVES PAST PERSPIRATION! MUM PREVENTS RISK OF FUTURE ODOR



Now the lieutenant is a Mum recruit—and what a different life! Underarm odor defeats many a man—can penalize the brightest future. There is no finer insurance for brains, initiative and the will to succeed than quick, dependable, effective Mum.



THE TRAGEDY of underarm odor is that it's easy to detect in others, but almost impossible to detect in yourself. Socially, in business or in the service, enlist with the million and more men who play safe with—MUM. A quick dab under each arm after your shower—30 seconds to use—protects you against underarm odor all day or all evening long. Mum does its work *without* stopping perspiration—and is harmless to skin and clothing. Play safe in all your official and social contacts—get Mum at your favorite druggist's—today. Use it daily.

MUM takes the Odor out of Perspiration

LETTERS TO THE EDITORS

Germans in Chile

Sirs:

The major American newspapers and magazines are now hurriedly sending their correspondents to South America in search of German infiltrations.

Thus LIFE with this object in mind sent its correspondent, Hart Preston, to Chile. And naturally no one is going to cover 5,000 miles in one direction and another 5,000 back just for plain pleasure. So he has come home with a stray handful of unimportant facts, intelligently cooked up, a little irony and a dash of sarcasm (LIFE, June 30), which furnish sufficient material for seven picturesque pages. This may be good journalism, but it is not a documentation of the true facts.

For example, as an indication of Nazi influence there is cited the fact that the picture *Victory in the West* was shown in Chile. Yet for weeks and months this picture has been shown in New York.

Probably a German correspondent in Chile would observe widespread American penetration due to the fact that 99% of the radios, refrigerators, automobiles, telephones and moving pictures are American. The report also states that Germans in Chile read the weekly edition of the *Frankfurter Zeitung* which is sent via airmail. But, then, Americans in Chile receive weekly a special airmail edition of *Time* magazine. . . .

Yet Chile continues to be foremost champion of democracy in South America. That we are friends with Germany is no indication we accept their political system.

ANIBAL JARA

Consul General of Chile

New York, N. Y.

● To make the pictures of Nazi penetration in Chile, LIFE did not send Hart Preston 5,000 miles from the U.S. He is LIFE's regular photographer in South America. LIFE agrees that Chile is the foremost champion of democracy in South America. However, the presence there of a small minority of trouble-fomenting Nazis makes news just as much as the presence in the U. S. of Nazi spies makes news (LIFE, July 14). In the last nine years citizens of both Chile and the U. S. have learned that small groups of effectively organized totalitarians are a dangerous menace to any democracy.—ED.

Besppectled Cod

Sirs:

Your picture of the grief-stricken cow in the June 30 issue reminded me of an even funnier sight. While trolling in Puget Sound sometime ago, Frank Kennedy of Bellingham, Wash. caught this



COD WITH GLASSES

rock cod. It had a pair of glasses hooked over its nose and the earpieces were caught in its gills. Later a fellow townsman of Frank's identified the glasses as a pair he had lost while fishing.

PETER IPSWICH

Spokane, Wash.

(continued on p. 4)

PHILCO

Adds a New Sensation to

Music on a Beam of Light!




New Automatic Record Changer with Stroboscope Pitch and Tempo Control

Another amazing development from the Philco laboratories! For the first time, the famous Stroboscopic principle is applied to the phonograph. Now you can hear your records with absolute fidelity of pitch, exactly as they were made in the recording studio. And with simpler, gentler, more automatic record changing than ever before! All this is now added to "Music on a Beam of Light" . . . no needles to change, record wear and surface noise reduced by 10 to 1, glorious new beauty of tone. Tilt-Front Cabinet, no lid to lift. New, Improved Home Recording Unit is optional. Standard, Short-Wave and Frequency Modulation radio reception. Only in a 1942 Philco can you enjoy all these new, modern radio-phonograph features!

PHILCO 1013, Illustrated—Authentic Hepplewhite Cabinet, Choice of Walnut or Mahogany. Easiest Terms.

Other Models—\$99⁹⁵ to \$500
See Them At Your Philco Dealer

Prior subject to change without notice; slightly higher Denver and West.



**More than a hundred
new cities in the U.S.!**

EVERY big military training camp is a city in itself. Like any city, it needs telephones.

But an ordinary city grows gradually over the years—and its telephone system grows with it. A *military* city may be built in a few months—often far from other towns. Here a telephone system must be set up *fast*—and linked with every other national nerve center by Long Distance lines.

It's a big job—made more so by the fact that some six hundred other expanding army and navy establishments—forts, flying fields, supply depots, arsenals, shipyards, etc.—also need hurry-up telephone facilities.

The Bell System is doing its best to meet these urgent defense needs—and at the same time satisfy the great and growing civilian demand for day-to-day telephone service.

Long Distance
helps unite the nation



"THE TELEPHONE HOUR" IS BROADCAST
EVERY MONDAY. (N.B.C. RED NETWORK, 8 P.M.,
EASTERN DAYLIGHT SAVING TIME.)

This One



P62J-6C7-60EB

You may worry about your bent fender



but here is one worry you can avoid

Yes, sir, you can let your Texaco Dealer give your car a Marfak job and avoid a lot of worry.

And what's a Marfak job?

Well, sir, it's an expert job of chassis lubrication, Texaco's standardized lubrication service.

You can tell by the way your car fairly sings along the road that it's been lubricated by an expert.

And that certainly gives you

Peace of Mind; you know the job is right.

Best of all, every vital friction point is protected with Marfak... Texaco's super-tough lubricant, from which the entire service takes its name.

Look for the red and white sign—"Let Us Marfak Your Car"—at Texaco and other good dealers everywhere.



TEXACO'S CHASSIS LUBRICATION SERVICE

AT ALL TEXACO AND OTHER GOOD DEALERS

TUNE IN: "MILLIONS FOR DEFENSE"—All star radio program every Wednesday night, C.B.S., 9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.

LETTERS TO THE EDITORS (continued)

Name Wanted

Sirs:

In the course of driving along Daytona Beach, I chanced upon a car in which was a girl. This was no ordinary girl but just about one of the prettiest I have ever had the privilege of setting my eyes on. I took her picture but, being of the bashful type, I neglected to



WHO IS SHE?

ask her name. If you will publish the picture in your Letters to the Editors column, perhaps she will write to me and claim it. The patch on her elbow is the result of, in her own words, "I stuck my arm into a fan."

WILLIAM B. HUTTER
Staff Sgt. U. S. Air Corps
41st Bombardment Squadron

Orlando Air Base,
Orlando, Fla.

● To help Sergeant Hutter find the pretty girl in the glasses, *LIFE* just this time breaks its solemn rule not to run a love-love column.—ED.

Historic Link

Sirs:

I have been called many things but never before has anyone referred to me as a "historic link" (*LIFE*, June 30). I don't think I like it, it makes me feel old.

I have made it perfectly clear in my public utterances that I am not a Nazi. I said so at Madison Square Garden many years ago before an audience of 20,000. In my little booklet, *The Temptation of Jonathan*, I state my faith in democracy against all isms without deducing from that the right to tell other people how to keep their own house in order. In my essay, "The Seven Against Man," I make it very clear that my admiration for the achievements of the New Germany does not imply acceptance of its philosophy.

GEORGE SYLVESTER VIERECK
New York, N. Y.

Blind Student

Sirs:

Michael Supa, blind graduate student whose experiments in spatial perception at Cornell University were photographed in *LIFE*, June 30, brought back memories of this amazing chap's undergraduate days at Colgate University. He was graduated from Colgate in June 1940, with honors in psychology, missing topmost rank in his class by a tenth of a point.

Two of Mike's classmates read his assignments to him throughout his course. They also pulled up their own grades by noting the important passages which the alert Supa would call out for slower or repeated readings.

A "Seeing Eye" dog entered Colgate with Mike in 1936, but took ill and left Mike to find his way about the 1,000-acre campus by himself. Mike learned to recognize every student (1,000 of them) and every professor (110) merely by the tone of voice. Needless to say, everyone knew him, too.

Supa will continue his studies at Cornell on the Susan L. Sage Graduate Scholarship in Psychology next year.

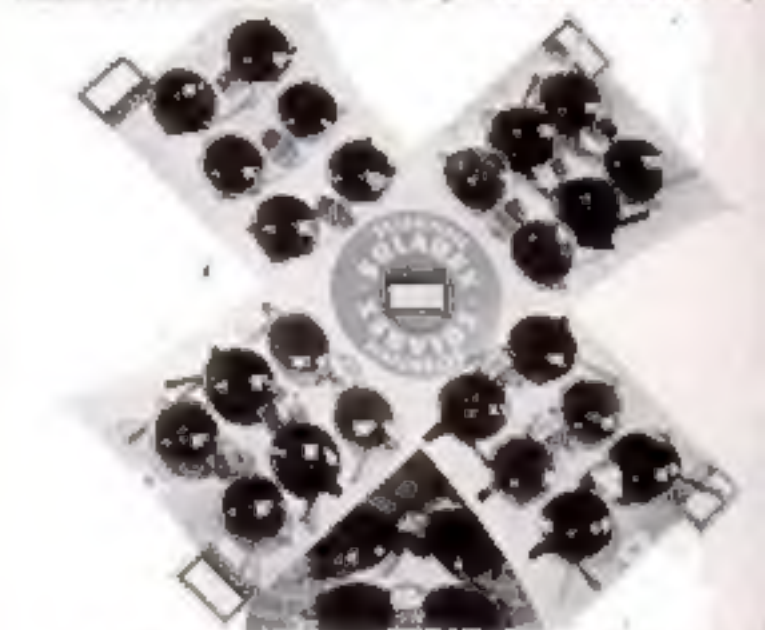
GEORGE WERTZ JR.
Colgate University
Hamilton, N. Y.

(continued on p. 6)

SOLAREX SCIENTIFIC SUN GLASSES



SUNSHINE is GOOD for your Body... BAD for your Eyes
SOLAREX Filters Out 84% of Sun's Harmful Infra-red Rays



For Men, Women and Children... 49c, 59c, 89c
Look for the SOLAREX Displays at Sun Glass Counters

SUPER SOLAREX

Perfect Ophthalmic Lenses,
As Used in U. S. Navy,
U. S. Coast Guard Service,
Transcontinental Air
Lines... \$1.75 to \$3.50



BACHMANN BROS., INC., EST. 1833
1420 EAST ERIE AVENUE, PHILADELPHIA

DELICIOUS

because of

REAL

Root Juices



6 2-GLASS BOTTLES 25¢
plus deposit



Good Service Today Means Good Sales Tomorrow

*and Chevrolet plans to continue to lead in
sales by continuing to lead in service*

Chevrolet dealers offer you the best of service on your Chevrolet car whenever and wherever you need it

He who would win the highest sales must give the finest service.

That is the first law of business. . . . That is the guiding principle of Chevrolet and of Chevrolet dealers in all parts of America.

And so, if you are the owner of a Chevrolet passenger car or truck, may we suggest you take it to your Chevrolet dealer at any time it may need any kind of service check-up.

There are good reasons for doing so . . .

Chevrolet engineers designed your Chevrolet car or truck. . . . It stands to reason your

dealer's *Chevrolet-trained mechanics* know best how to service it.

He also has the factory-approved tools, the specialized repair equipment, the genuine Chevrolet parts needed to do the work properly.

He concentrates on giving prompt and courteous service; he is your local representative in a *nationwide* dealer service organization; he prices his service work moderately.

And most important of all—from your standpoint and ours—he is an *interested* person who sincerely desires to keep your Chevrolet in first-class condition because he sincerely desires to keep your friendship and favor for Chevrolet products.

Will you please visit your nearest Chevrolet dealer—your friend and ours—the next time you want service on your Chevrolet?



*Here's Why Chevrolet
Dealers Can Give You*

**"SERVICE THAT SATISFIES
—SERVICE THAT SAVES"**

1. Chevrolet-trained, thoroughly skilled mechanics.
2. Chevrolet-approved tools—specialized repair equipment.
3. Genuine Chevrolet parts.
4. A nationwide dealer service organization.
5. Lowest prices consistent with reliable work.



WHERE FRIEND

MEETS FRIEND

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Design for Zooming!



That such advanced air power is available for our defense is due to the joint efforts of the American Aircraft Industry and the U.S. Army, vital forces in providing and protecting the American way of life.

Allison
LIQUID-COOLED AIRCRAFT ENGINES

LETTERS TO THE EDITORS

(continued)

Sims.

On the deal I came up with the king, queen and jack of spades, the jack of hearts and an eight-spot (every detail still lingers with me). I opened with the pair of jacks. Some bird proceeded to kick it. I stayed and drew to luck rather than to my openers. I split my jacks, discarding the jack of hearts and the small card. Incredible as it may seem, I actually caught the ace and ten of spades, holding the only royal spade flush I ever had and catching it open at both ends. The pot netted around 10¢.

W. E. BOWERS

Stone Mountain, Ga.

Whirlaway's Tail

Since

In the early '60's when I was an exercise boy riding around New York and New Jersey tracks, Mr. Johnny MacCaffery had two horses, Helen Nicola and Queenie Trowbridge, that carried long tails and were the first thoroughbreds running that did carry long tails.

One day Green B. Morris asked Mr. MacCaffery why he didn't bang his horses' tails, so he said, for the reason that that is the only protection a horse has against being cut down. When a horse is running and the field is coming up behind him, if an animal happens to be close enough and happens to touch the horse's tail in front of him it acts as an electric shock and warns the horse of danger behind, causing him to quicken the stride and get away from interference.

GEORGE S. KLOTZ

Mimulus, Mont.

Ping Girl

Sign:

In your June 30 issue of LIFE, you stated that Carole Landis achieved national fame under the title of "Ping



MAKES MEN PURR

Girl." Will you please explain what a Ping Girl is?

Sanger, Calif.

LOIS HICKMAN

● Ping Girl derives from an oil company advertisement which says: "Changes ping to purr." Ping Girl Landis makes men purr.



A unique air-pressure machine inspects every pair for hidden weaknesses—cause of so many "mystery" runs. Cannon brings you only **perfect stockings**—full-fashioned, flawless, triple-inspected.

*Cannon
Hosiery*

P. 5. Cannon Silk Hosiery in the Cellophane Handy-Pack, 69¢ to \$1.00, Cannon Nylon Hosiery, \$1.35, and up. By the makers of Cannon Towels and Sheets.

FOR A NEW "High"
IN SHEER UPLIFT BEAUTY...



Because it moulds so perfectly and because it also allows your skin to breathe properly, Maiden Form features porous Marquisette-weave Nylon in these "Allo-Ette" bandeaus, for "in-between" figures. You'll find them delightfully two-faced — fragile as a flower in appearance, firm and dependable in performance. They weigh next-to-nothing, wash and dry in next-to-no-time (Ivory-tested) and they require no ironing. WHITE or TEAROSE—\$1.50



These bandeaux boast the same adjustable five-cycler back-fastenings and adjustable shoulder straps used in all Maiden Form's popular styles—designed to fit, to a fraction of an inch.

Send for free Foundation Booklet K3 Maiden Form Brassiere Co., Inc., N.Y.

AT ALL LEADING STORES

Maiden Form
LOOK FOR THIS TRADE-MARK ON

"There is a Molden Form for Every Type of Figure!"



Good Old Rock.

UP IN NEW ENGLAND there is a rock at the edge of the sea.

It is unadorned. The hand of man has changed it only by cutting on its surface the date 1620.

Thousands visit this rock and are inspired. For Plymouth Rock is a monument to courage, fortitude, endurance, unselfishness and vision... in almost superhuman degree.

Plymouth Rock might well be called the threshold of the American Way of living.

The pioneering spirit which created this nation has, to the everlasting credit of our people, never faltered.

There is a good measure of this indomitable American courage in the car that proudly bears the name **PLYMOUTH**—famed as the pioneer of better engineering in a low-priced car.

At its start, Plymouth faced real obstacles. It

was an unknown car. It was meeting competitors strongly entrenched. But by pioneering out ahead of every other low-priced car—with such advances as hydraulic brakes, all-steel bodies, and many more contributions equally important, Plymouth marched through all obstacles—including the most trying business years of our time. Success was swift, spectacular, continuous.

The triumph of Plymouth pioneering is one of the brightest pages in the history of an industry celebrated for brilliant achievements.

More than four million Plymouth cars have proved on the highways and byways of the world that forward-looking ideas, well carried out, win a quick and loyal following.

Looking ahead—you can count on Plymouth to advance the tradition which its founders began by making a better car. People have come to say—"Plymouth builds great cars." Building the best car a low price can buy is the rock upon which Plymouth's public service is based.

Plymouth Division of Chrysler Corporation.

PLYMOUTH

CHRYSLER CORPORATION'S NO. 1 CAR

SPEAKING OF PICTURES . . .

NEW YORK'S LA GUARDIA WATCHES A BASEBALL GAME



A field day for a press photographer is an assignment to cover the crowd at a baseball game and get pictures of the fans in action. During the game, regardless of the outcome, all the emotions of a lifetime—love, hate, despair and triumph—will be reflected in a real baseball fan's face in nine innings. It is a deluxe field day for a photographer when he is assigned to cover a ball game and concentrate on the weird facial

antics of Fiorello H. LaGuardia, Mayor of New York and the most photogenic man in America.

Here on these pages are pictures taken of LaGuardia and his son Eric watching a game at Yankee Stadium between the Black Yankees and the Philadelphia Stars. Taken by Eileen Darby, a girl photographer, who sat directly in front of his third baseline box, they show LaGuardia an ardent baseball fan.

For nine innings, while the Black Yanks won, 5 to 3, the Mayor pursed his lips, blinked his eyes, blew out his cheeks and generally wound himself up with the abandon of a Brooklyn Dodger fan. But for all his mugging, the Mayor knows his baseball well, explaining each play to his son. The photographer repeated herself five times in this series of 24 shots of LaGuardia. LIFE's readers are invited to find the duplications.



"Make a wish...now!" says Olivia de Havilland



Gorgeous Olivia de Havilland, who will soon be seen in Warner Bros.' important production, "The Man Who Came To Dinner," has this to say of "Adoration."

"You couldn't wish for anything lovelier or more thrilling than 1847 Rogers Bros.' 'Adoration'!"

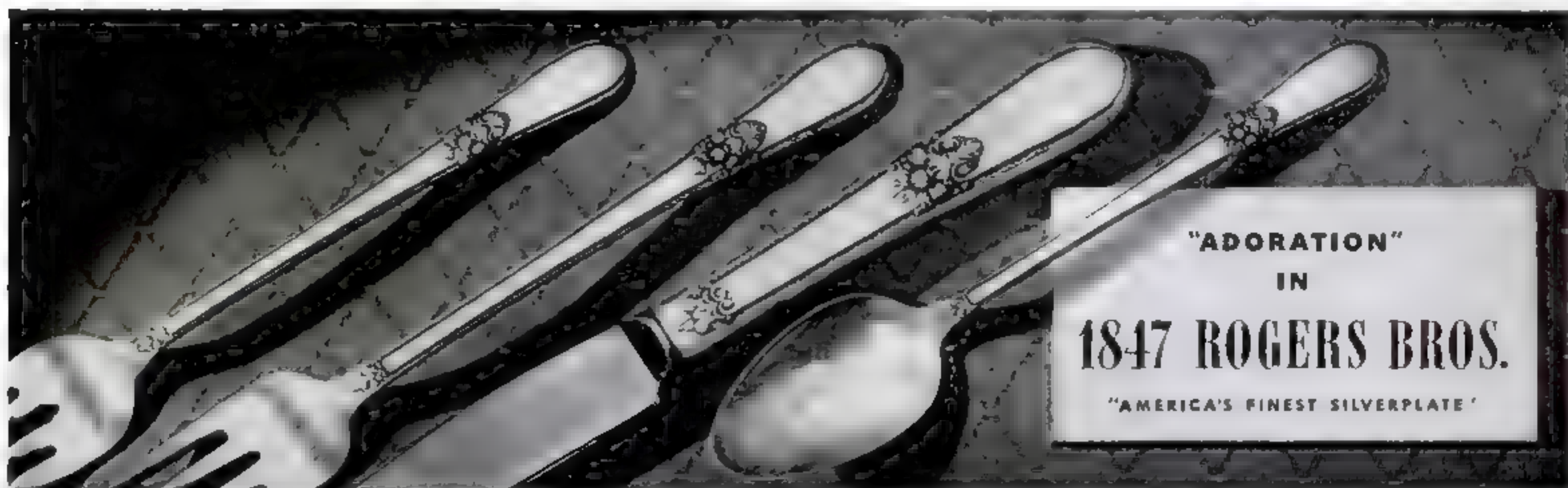
"The moment you set eyes on the simple, yet rich design . . . the

depth and richness of detail, you'll want 'Adoration' for your own! 'I know I have never seen such elegance . . . such a regal, solid silver look in silverplate!'

'And I especially like the beautiful formal cluster motif

'See 'Adoration.'

'It's the kind of pattern you'll love and be proud of all your life!'



"ADORATION"
IN
1847 ROGERS BROS.
"AMERICA'S FINEST SILVERPLATE"

A unique achievement in the art of making silverplate! Never before—except in *sterling silver*, have there been such unusual heights and depths of detail as you find in 1847 Rogers Bros.' "Adoration."

See "Adoration" at your 1847 Rogers Bros.' dealer's. Run your fingers over the sparkling high ornamentation and you'll know why "Adoration" is a triumph in silverplate.

Ask your dealer how easily you may acquire sets and open stock pieces in this or any other 1847 Rogers Bros. pattern—at terms to suit your convenience. Each lovely piece bears the proud year-mark 1847. International Silver Company, Meriden, Conn.

TUNE IN THIS SUNDAY—"The Silver Theater Summer Show"—6 P.M., E.D.S.T.; 5 P.M., E.S.T., C.D.T.; 4 P.M., C.S.T. Columbia Basic Network

SPEAKING OF PICTURES

(continued)



BEFORE START OF THE BALL GAME LA GUARDIA CHATS WITH OTHER FANS



THE MAYOR GETS HUGE KICK OUT OF EXPLAINING BASEBALL TO SON ERIC



IN A QUIET MOMENT DURING GAME LA GUARDIA DONS HIS FAMOUS SOMBRERO



and Bad Breath is to Blame!

Bad Breath may be YOUR stumbling block to happiness, too! For this social hazard is more common than you may think. According to recent tests . . .

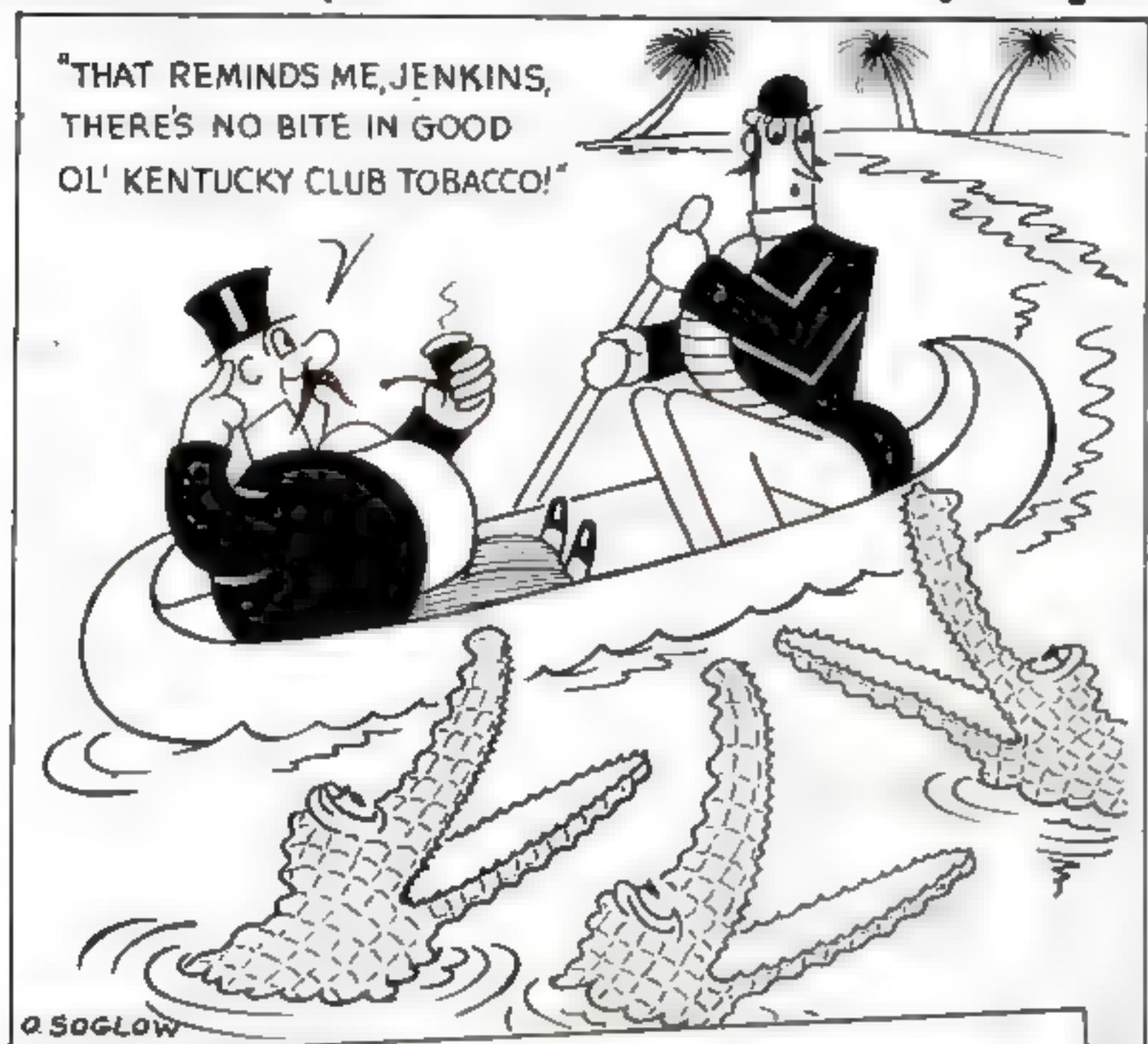


"You see, Colgate's active penetrating foam gets into the hidden crevices between teeth... helps clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath."



Doesn't Colgate's penetrating foam make your mouth feel clean and refreshed? Aren't your teeth brighter, more sparkling? Such a grand tangy flavor, too! What a pleasant way to combat bad breath!





I "Don't look down in the mouth, Jenkins! Those 'gators will smile soon's they sniff the soul-satisfyin' aroma of good ol' Kentucky Club from my pipe. They're not nearly as pesky as that villain, Mr. Tobacco-Bite. Only Kentucky Club really licks Tobacco-Bite. 'Cause only Kentucky Club is made 100% of 'all-white' burley tobacco. That's the light burley, the 'no-bite' burley. Oops, there go the 'gators! And there go pipe-smokers for a handsome blue tin of Kentucky Club Tobacco. (Perfect for rollin'-your-own, too!)" Penn Tobacco Company, Wilkes-Barre, Pa.



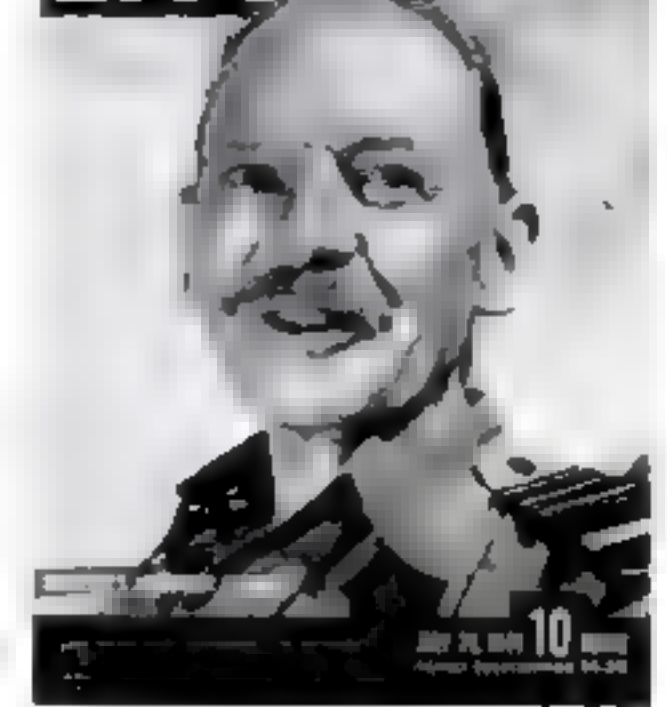
P.S....They'll wash cleaner, quicker, in a Maytag!

► Mine makes extra work on washday. But the mother who owns a Maytag can smile! And why not? Maytag washes, rinses and tumble dries an average family laundry in an hour. Its gyrafoam action gets the thorough. Its sediment zone traps loosened dirt. And the safe Roller Water Remover damp-dries a flaky blanket or a wisp of hair without a single adjustment! See your Maytag dealer today — get a command today!

THE NEW **Maytag**
COMMANDER



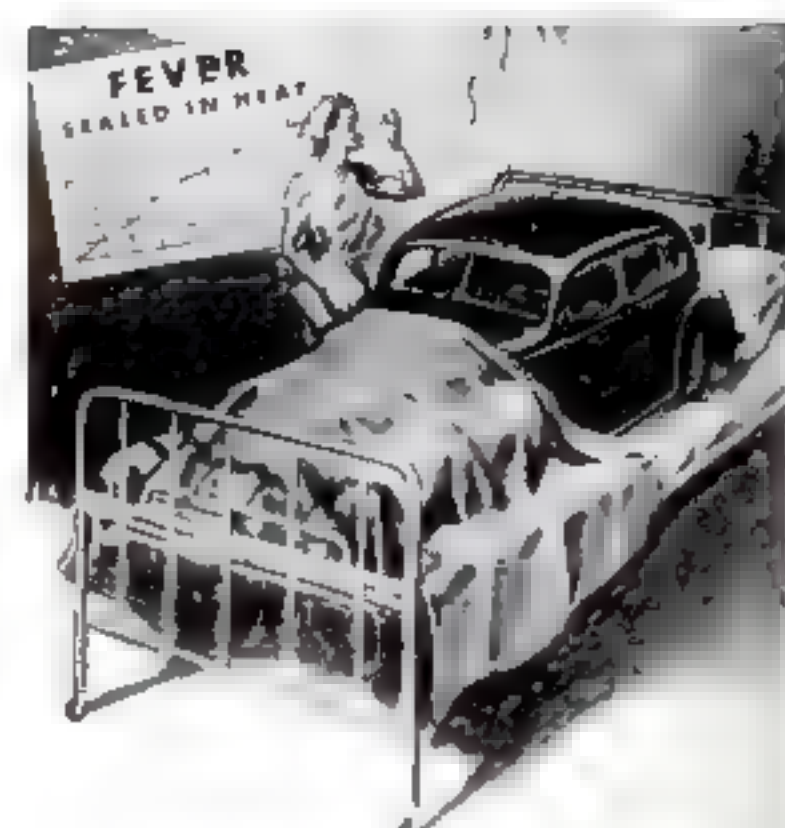
LIFE'S COVER



The soldier on the cover is Air Chief Marshal Sir Robert Brooke-Popham, Britain's Commander in Chief of the Far East. The man and his grave responsibilities are described in the 13-page essay on Singapore which begins on page 61. After a distinguished 43-year career, the Air Chief Marshal can refer to himself as Sir Robert Brooke-Popham, D. S. O., A. F. C., C. M. G., K. C. B., G. C. V. O. Companion of the Distinguished Service Order, Air Force Cross, Companion of St. Michael and St. George, Knight Commander of the Bath, Knight Grand Cross of Royal Victorian Order.

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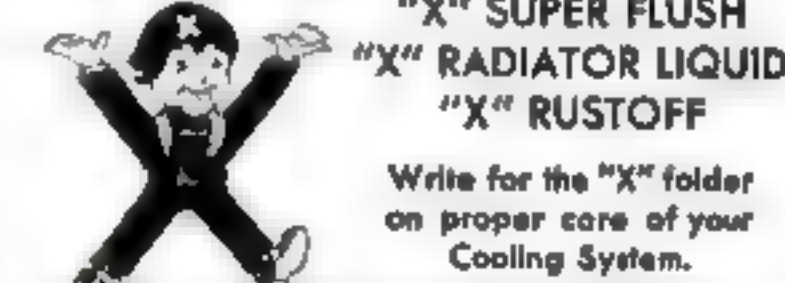
TAKE YOUR CAR OFF THE SICK LIST!

"SEALED-IN HEAT"...that's the fever that puts your car on the sick list... Somewhere in that Cooling System there's sludge, rust or leaks BUT, there's one sure cure for it...

"X" COOLING SYSTEM SERVICE

"X" COOLING SYSTEM SERVICE cures all cooling system ills. Cleans the whole system, seals every leak, retards rust and sludge. It is insurance against troubles that hit you right in the pocketbook.

Garages and service stations can supply you with



"X" LABORATORIES, INC.
25 WEST 43rd STREET NEW YORK

FORTUNE writes of Business as no other magazine can—in the lively realities of plans, policies, problems and people.



MY FIRST LINE OF SKIN DEFENSE

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AMMEN'S POWDER

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Jane Frazee, featured in the Universal Picture "San Antonio Rose", is pictured here with . . .



. . . J. P. McNulty, owner of Sinclair-lubricated Southeast Arkansas Freight Lines whose trucks helped move the Arkansas National Guard to Camp Robinson in the first official . . .



. . . U. S. Army maneuver by truck and bus. The troop-carrying equipment of Southeast Arkansas Freight Lines was lubricated with Opaline Motor Oil and powered with the famous . . .



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LIFE'S PICTURES

Carl Mydans, whose Photographic Essay on Singapore appears on pages 61-73, had to do probably the most exhaustive job of his career. He and his able researcher wife, Shelley Smith, did probably three-score separate stories in three months, to get the whole picture of defense, tin, rubber, white society and native life Mrs. Mydans wrote: "It would be easier to travel with gunpowder than with cameras."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: CEN., CENTER; LT., LEFT; A. P., ASSOCIATED PRESS; EUR., EUROPEAN; KEY, KEYSTONE; P. I., PICTURES, INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

A good year to plan for the Years to Come

There is a new standard of values sweeping the country. It is spreading up and down the line—from president to office boy, from city to farm, at the stenographer's lunch table and across the back fence.



That standard is quality. The sentiment is: *if this is your year to buy, it's your year to buy Quality.*

The man with a yard gets a lawn mower that will click off the grass for many summers ahead.

The man who buys a new car is looking under the hood—not for more miles per hour, but for more years of miles.



The woman in the home is getting the electric refrigerator she has always wanted—because she can't afford *not* to. She is getting the electric cleaner, the washing machine and the stove that last, because she's a spendthrift if she doesn't.

The man wants "all wool and a yard wide" in his suit; boots with fine upper leather and rugged soles; and a watch that

counts sixty honest seconds every minute, and is built to count them sixty years from now.

* * *

In office and factory the men who buy are asking more questions, making more tests and buying the product that stands up to the job and lives up to the requirement.

In buying for '41 they are looking, planning and building ahead for '51.



They are doing this on everything from a pencil sharpener to a dynamo, from a typewriter to a punch press.

They are doing it in the field of duplication.

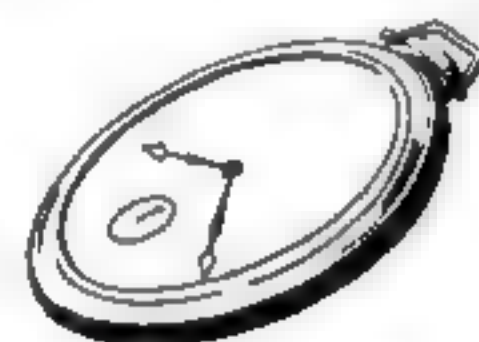
In other words, they are installing the Mimeograph duplicator for their duplicating needs today, knowing it will serve them for the years to come.

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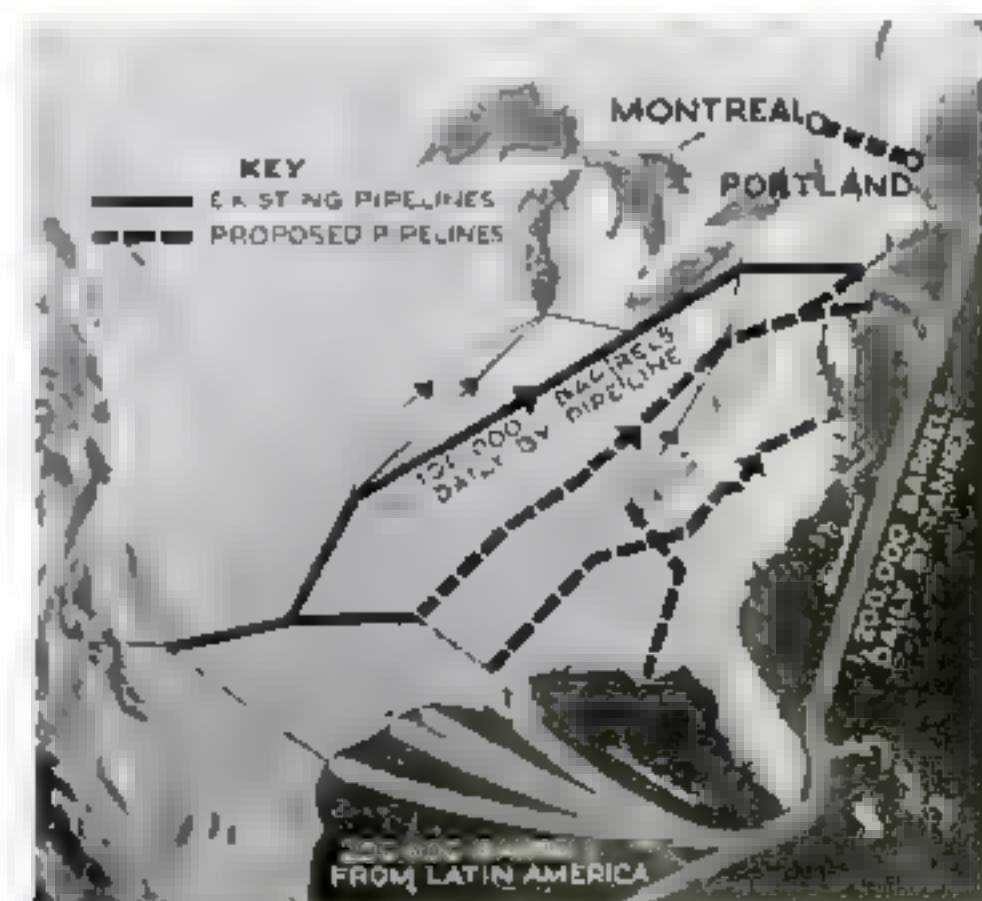
NEW PIPELINE IS RUSHED TO HELP MEET THE EAST'S THREATENED OIL SHORTAGE

Since men first fought, the essential fluid of war has been blood. Now for the first time, in the war of machines raging across the world, oil is more important than blood. And by no means the smallest worry which keeps Adolf Hitler up nights is the fact that, to run its and its friends' war machines, the U. S. A. produces more oil than all the rest of the world put together.

But, though he loves to annoy people, Secretary Ickes is not talking about gasolineless Sundays just to be bothersome. The reason for the East's threatened oil shortage is not lack of oil, but lack of means to get the oil from its Midwestern and Southern sources to Eastern refineries. Already 50 of the tankers which normally deliver the bulk of the East's oil supply *have been* shifted to British service, and more are expected to follow shortly. Together, the 50 ships brought the East 200,000 barrels of oil every day. Hence, last week, the East's oil crisis was rapidly becoming something far grimmer than an Ickes press release. And urgent steps were being taken to meet it.

The peaceful forests near Gorham, N. H. were loud with the roar of tractors, trucks and trench diggers as crews of pipeline workers got under way with the laying of a line (left) to run from Portland, Me. to Montreal, Canada. Starting from Gorham, one crew is racing toward Portland, another toward Montreal, on a 12-hour-per-day, seven-day-per-week schedule. The 235-mile line will cut 2,000 miles off the Portland-Montreal tanker trip by way of the St. Lawrence River, free tankers for service elsewhere. When it is finished in October, the workers—many of them veterans of similar jobs in Iraq and the Barco—will be rushed to other pipeline projects now in the planning.

Also last week oil companies began regular hauling of crude oil East by railroad for the first time in 20 years. This expensive process further complicates the whole great and growing transportation bottleneck which confronts the U. S. as it girds for war.



Major pipelines to the East, and new ones proposed to substitute for diverted tankers, are shown on this U. S. oil map.



This trench digger, here shown in action on the Portland-Montreal pipeline, works like a steam shovel in reverse—clawing instead of scooping, and backing away from trench as it digs. The pipeline ditch is 3 ft. deep, at least 2 ft. wide. Each digging machine digs about 1,000 ft. a day.



Pipe comes in 37- to 46-ft. lengths, weighing about 30 lb. per ft. Outside diameter is 12 $\frac{3}{4}$ in. Small cranes lower it into trench. When the pipeline dives under the St. Lawrence River, smaller, heavier pipe will be laid in a 15-ft. ditch. These photographs were taken by LIFE last week.



Welders, who put pennies in their ears to keep sparks out, follow the pipelaying crew. First welding crew puts a light "stinger bead" around joints, then second crew comes along to finish the job. Pipe is held up by wooden supports until a section is welded, then lowered to ditch bottom.



Over hill and down dale goes the pipeline, but any elevation of more than 1,050 ft. will be coloured because of pumping difficulties. The 235-mile Portland-Montreal line will have eight pumping stations, each with two 500 h.p. engines or electric motors pumping 24 hours a day.



The first major movement of crude oil to the East by rail in 20 years began at Lima, Ohio, junction of eight pipelines, on July 8. The first trainload here shown near Taylor, Pa., pulled out of Lima at 2 a.m., reached the great Standard Oil refinery in Bayway, N. J. at 6.10 a.m.,

July 10. It comprised 25 tank cars each carrying 250 barrels (10,000 gal.) of oil. Other rail shipments were planned to follow at a rate of 12,000 barrels per day. Foresighted Standard of New Jersey some weeks ago began converting part of its Bayway refinery to burn coal instead of oil.

LIFE ON THE NEWSFRONTS OF THE WORLD

U. S. wrestles with problems of a non-shooting war; German Army assaults Stalin Line

Last week the nation waded deeper and deeper into a state of unofficial belligerency. There was no declaration of war and no official talk of one, but the acts of the U. S. Government looked daily more warlike. This state of affairs was something new in U. S. history. It raised a raft of questions which last week plagued the Congress and the people. Some of them:

How freely should Senator Wheeler talk? President Roosevelt's secretary, Steve Early, said that Wheeler endangered the lives of U. S. sailors and marines by tipping off the U. S. occupation of Iceland before it happened. Winston Churchill added that he also endangered British troops. In reply, Wheeler challenged the President to ask for a declaration of war, promised to shut up if Congress voted for war.

When is an American base not an American base? Coming out of the White House after a long lunch with the President, Wendell Willkie plumped for U. S. bases in North Ireland and Scotland. Whether he felt that the U. S. could have bases in belligerent Britain and still pretend not to be at war, Mr. Willkie did not say. Next day Non-Interventionist Senator Taft said that he knew the U. S. was already building a North Irish base "for the British." This turned out to be not strictly true. "Certain works" near Belfast are being built for the British Government by an American engineering firm, with American workmen and American Lease-Lend funds. The American Government is not involved, although such a base might later be turned over to the U. S. Navy when America is officially at war.

Does the U. S. Navy have orders to shoot? Secretary Knox wouldn't say for sure, but he implied it does. The President's order to "assure communications" with Iceland, according to Knox, "goes further" than the previous order merely to report locations of Axis vessels. The Senate Naval Affairs Committee also tried to pin Knox down as to whether U. S. warships have already fired on Germans. Knox denied that any "combat" had taken place but after three hours the Senators still did not know about the "shooting." Most of them thought the Secretary had confirmed the story that one U. S. destroyer dropped a "warning" depth bomb over a German submarine, with indeterminate result.

Will the Germans shoot down American military planes? The Army Air Corps established a regular transport service to Britain, to carry the growing numbers of U. S. officials on defense missions, who now exceed the capacity of the Clipper route by Lisbon. The planes will be "demilitarized," probably to save weight since the Nazis would hardly be swayed by such a technicality.

Is General Lear an old sourpuss? Americans unable to solve the tougher questions relaxed into happy argument over this one. Lieutenant General Ben Lear, tough, irascible commander of the Second Army, was golfing on a Memphis course when some of his troops rolled by. Not only did they yoo-hoo at some girl players in shorts but uttered rude yells at the general, viz.: "Fore!" and "Hey, buddy, do you want a caddy?" General Lear bawled them out, made 850 of them march 15 miles and ride 135 miles in a hot sun. By week's end the press had fanned up such a hot little blaze of indignation among Con-

gressmen, mothers and the like that the War Department solemnly asked General Lear for an explanation.

"Trapped Russians." The fog of war hung heavy over the titanic meeting of the German and Russian armies. Germans claimed they had completed the "Battle of Flanders" part of the campaign, were now ready for the knockout "Battle of France" finale. The big difference, however, was that whereas the Germans had knocked out about 90 divisions in Flanders, well over a half of the enemy forces, in Russia they had not yet destroyed more than a fifth of the Russians, not to speak of the 8,000,000 in half-armed Russian reserves. Furthermore, "traps" of thousands of square miles left "trapped" Russian armies still fighting on the German supply lines, as far back as Pinsk. Each side



BUDENNY

claimed that it had wiped out one million of the enemy. Certain it was that the Germans had been roughly handled, had already lost far more in men and matériel than in all their other campaigns. Last week Stalin named his Vice Premier for Defense, Marshal Voroshilov, to head the Leningrad armies, Marshal Timoshenko to head the Moscow armies and Marshal Budenny, the fierce-mustached Old Bolshevik guerrilla, to head the Ukraine armies.

Armistice in Syria. Last Friday at midnight fighting ceased in Syria. Thus ended a 83-day snail-paced blitz by the victorious British and Free French. According to reports the armistice terms call for the surrender of all war material in Syria. Vichy French troops are to be given the choice between joining the Free French or going back to France. The victors promise no reprisals. Although the Vichy government rejected these terms as "dishonorable," it allowed General Henri Dentz, Vichy commander in Syria, to seek an armistice if he considered further resistance futile. He did.



DENTZ

A. E. F. Needed. The wishful idea that the U. S. can lick Germany without sending a great land army to Europe was pricked by General Sir Claude Auchinleck, new British commander of the Middle East. Said he: "The Germans must be beaten on their own soil, exactly the way Napoleon was beaten. And if this is the way it is to turn out we certainly are going to need American manpower, just as we did in the last war."



AUCHINLECK

THE ROCKEFELLER CREDO

John D. Rockefeller Jr. in a broadcast in behalf of the USO campaign listed the ten "eternal and fundamental principles" by which "my wife and I have tried to bring up our family."

1. I believe in the supreme worth of the individual and in his right to life, liberty and the pursuit of happiness.
2. I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty.
3. I believe that the law was made for man and not man for the law; that government is the servant of the people and not their master.
4. I believe in the dignity of labor, whether with head or hand, that the world owes no man a living but that it owes every man an opportunity to make a living.
5. I believe that thrift is essential to well-ordered living and that economy is a prime requisite of a sound financial structure, whether in government, business or personal affairs.
6. I believe that truth and justice are fundamental to an enduring social order.
7. I believe in the sacredness of a promise, that a man's word should be as good as his bond; that character—not wealth or power or position—is of supreme worth.
8. I believe that the rendering of useful service is the common duty of mankind and that only in the purifying fire of sacrifice is the dross of selfishness consumed and the greatness of the human soul set free.
9. I believe in an all-wise and all-loving God, named by whatever name, and that the individual's highest fulfillment, greatest happiness and widest usefulness are to be found in living in harmony with His will.
10. I believe that love is the greatest thing in the world; that it alone can overcome hate; that right can and will triumph over might.

PICTURE OF THE WEEK

Of all the amateur ambassadors of goodwill whom the U. S. has sent to South America, the biggest hit has been made by Sculptor Jo Davidson. Carrying out a pet project of his good friend Franklin Roosevelt, Davidson is touring the ten South American republics, to sculpt heads of their Presidents. On the opposite page he is finishing his head of Brazil's President Vargas.

Davidson did Vargas in six easy sittings, won the President's warm approval. Davidson found the Vargas face "expressive of very strong character, but the predominant characteristic is humor."

In other countries, Davidson's job is complicated by politics. In Venezuela he found the Presidential political situation so delicate that, following the advice of the U. S. Minister, he sculpted both the outgoing and incoming Presidents. In Argentina he faces the problem of whether to do long-ailing President Ortiz or Acting President Castillo. When all the heads are finished, they may be placed in the Pan-American Union at Washington.



LEAR

some of his troops rolled by. Not only did they yoo-hoo at some girl players in shorts but uttered rude yells at the general, viz.: "Fore!" and "Hey, buddy, do you want a caddy?" General Lear bawled them out, made 850 of them march 15 miles and ride 135 miles in a hot sun. By week's end the press had fanned up such a hot little blaze of indignation among Con-



Samuel R. Davidson, America's best ambassador of goodwill, finishes work in Brazil - President Vargas





In April Terry lay in a life-saving saline bath in St. Bartholomew's in London, suffering from normally fatal burns. Nurse fed him as his charred head rested in the sling.

BLITZED BRITISH BABY, BURNED TO A CRISP, LIVES TO WALK AGAIN

This is Terry Stone. He is an 18-month-old English baby boy. One Saturday night last April a German bomb tore through Terry's London home, instantly wiping out his mother and eleven relatives. Two hours later someone found Terry, lying unconscious but still alive somewhere in the flaming wreckage.

Terry was carried to St. Bartholomew's Hospital. His skull was fractured. His hair and eyebrows were burned off. Sixty percent of his body was black with second- and third-degree burns. Realizing that a 30% burn of such intensity normally proves fatal, "St. Bart's" devoted staff set to work to save the baby's life.

For five days and nights the staff administered saline solutions to Terry to keep him alive. On the third day he regained consciousness. On the sixth he was placed in a tub of salt water electrically maintained at a constant temperature by an improvised thermostat control made out of cigaret tins and odd scraps of metal (opposite page). The treatment was the same as that given to many severely burned R. A. F. fliers.

Terry not only survived. He may eventually not even be disfigured. He is now at St. Bart's country annex. There, exactly two months after the picture on the opposite page was taken, he was photographed toddling down a corridor with a nurse (right).



In June Terry stood up in his bassinet at St. Bart's country annex, recovered except for head scars and bandaged limbs. An aunt and uncle will give him a new home.





In the sunshine of Pontchartrain Beach, Privates John Olson (left) and Bill Sharpe walk hand in hand with pretty red-headed Irene Shoenberger (left) and pretty brunette Pauline Powell.

Before he joined the Army, Olson worked in a Milwaukee foundry. Sharpe was a Port Huron lawyer. They met the girls through mutual friends, are starting out for a swim and a picnic.



With a swish and a swirl, Pauline Powell's inflated rubber horse turns over in the ocean while Bill Sharpe doubles up with laughter. Even he, however, could not ride it without tipping over.



Pauline comes up for air, rubbing water out of eyes and spitting water from mouth. Although she once had infantile paralysis, she was last year elected Miss New Orleans in a beauty contest.



In the rear cockpit of a snappy speedboat, Pauline and Bill settle down to enjoy the exciting ride. After months of Army camp dust, the salt sea air was a pleasure to Bill.

SOLDIERS AND GIRLS HAVE FUN AT AN ARMY RECREATION CAMP IN LOUISIANA

July is furlough time for much of the U. S. Army. Last week thousands of soldiers were leaving their big Southern camps, bound for ten-day visits at home.

But many a soldier still was spending the summer in camp. For these men, the Army by last week had provided twelve weekend recreational areas, located throughout the country, near seashores, on inland lakes, and in the mountains. Purpose of these semi-permanent tent camps is to give the soldiers some fun. The men knock off work Friday noon, board a motor convoy, ride to the recreation area. Once there, they are on their own. There are no formations, no roll calls, no special time to go to bed or to get up. Expenses are small. The tents cost nothing and food for the weekend totals about \$2. For small additional sums, they can go to dances or amusement parks, play golf or tennis, swim or fish.

These pictures show the fun Privates Bill Sharpe and John Olson, Company L of the 123th Infantry, stationed at Camp Livingston, La., had on a recent weekend at the Army's New Orleans Recreational Camp. Twenty more such camps are now being built.



In Fun House of a nearby amusement park Irene Shoemaker walks over air jet, laughs as blast blows her short skirt up. Soldiers also patronize shooting galleries in park, show off marksmanship to the girls.

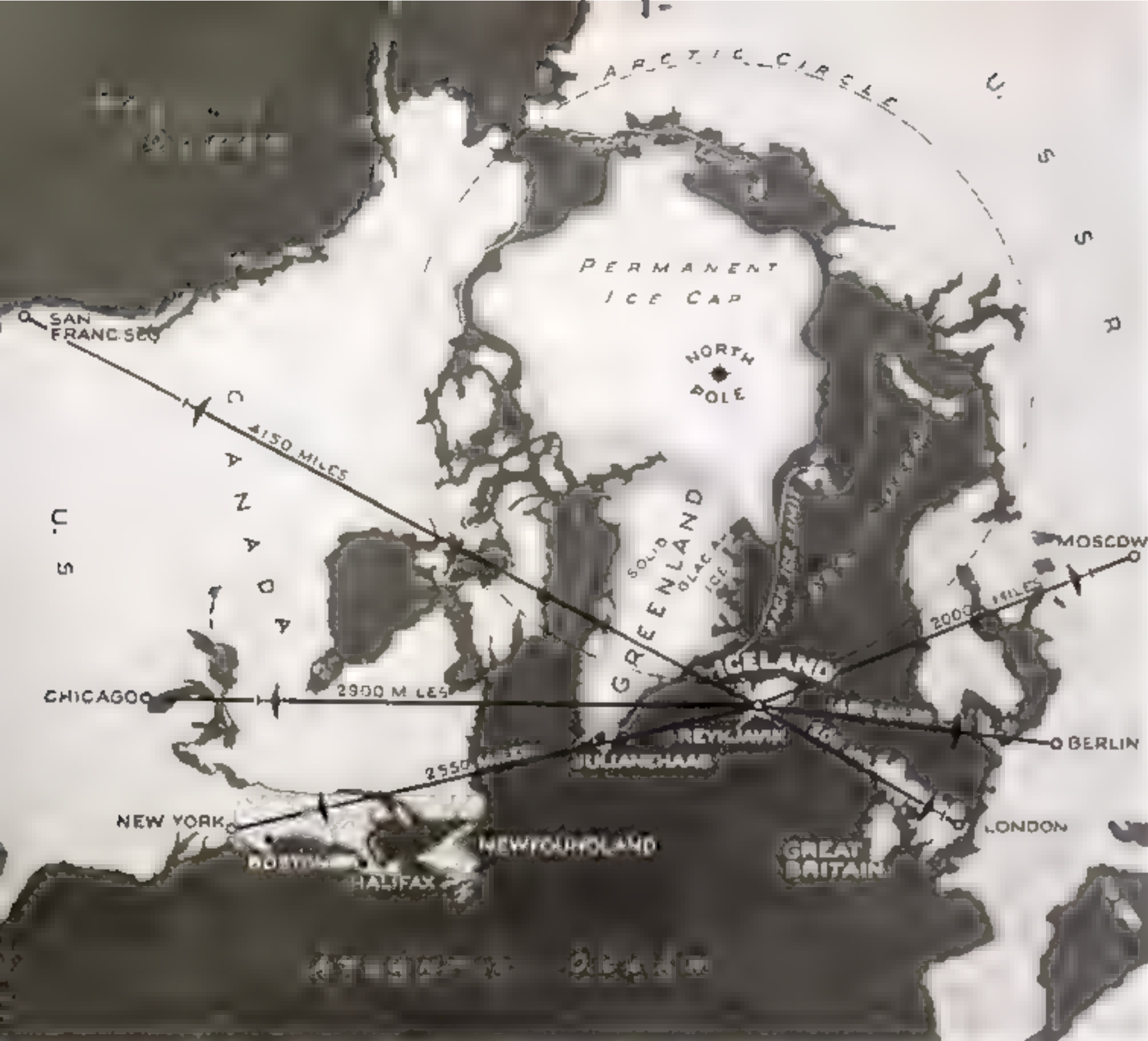


Down a roller coaster, giggling and cheering, come soldiers and their girls. Most rides here give soldiers special rates. Below: Bill, Irene, Pauline and John get a good look at a picture in the Penny Arcade.



On the beach after dark, Bill and Pauline talk of how they have enjoyed meeting one another, decide what they are going to do Sunday before Bill goes back to camp.





The strategic importance of Iceland appears in this map, drawn in azimuthal equidistant polar projection to give a true conception of airline directions

U. S. occupation of Iceland supplies the next-to-last link in the chain of U. S. naval and air protection for U. S. supplies to Britain. Last link would be a base

and distances. A travel map of the future, it is also a vitally important military map of the present. Note that Iceland is well outside Arctic pack-ice limits

in the British Isles, possibly in 1941. In his Iceland message the President again foreboded U. S. occupation of Dakar, the Azores, Cape Verde, Canaries



ICELAND

U. S. TROOPS MOVE INTO THE WAR ZONE AS NAVY OCCUPIES STRATEGIC ISLAND

Many Americans will doubtless cling to the notion that their country is not in the war until U. S. and German gunners exchange first shots. But for less wishful thinkers the last doubts about America's commitment to defeat Hitler vanished on July 7 when President Roosevelt announced that U. S. naval forces had that day occupied Iceland. Whether or not Iceland is in the Western Hemisphere and thus subject to Monroe Doctrine protection, remains a matter of geographical dispute. But there is no disputing that Iceland lies well within the war zone of counter-blockade laid down by Adolf Hitler, and that as recently as last February actual fighting took place in Iceland when Nazi war planes swooped down to machine-gun the airport at Reykjavik.

The U. S. sailors and marines who landed in Iceland last week could reasonably be pardoned if they expected to meet Eskimos, for Americans have never taken much interest in this Kentucky-sized island which they considered far off the beaten paths. Actually, Icelanders are a highly civilized nation of mixed Norwegian and Irish descent, with world's oldest parliament (founded in 930), a literature which rates 7½ pages in the *Encyclopedia Britannica*, and a capital (Reykjavik) which looks not unlike the better sections of Brooklyn, N. Y. And far from being out of the way, Iceland, a steppingstone for the Europeans who came to the future U. S. A. in c. 1000, can thank the Wright brothers for making it once again a major steppingstone between Europe and America.

President Roosevelt had two excellent reasons for sending troops to Iceland. It would make an advance base for a German invasion of the U. S. It will make a base for air and naval protection of U. S. supplies to Britain. Its occupation was one more long step to make good the President's May 27 promise that delivery of those supplies "can, must and will" be accomplished.

Some confusion was created when the President's announcement that U. S. troops will replace the British and Canadian troops now occupying Iceland was followed immediately by Prime Minister Churchill's statement that the two forces will occupy the island jointly. But no confusion was possible about the meaning of the Commander in Chief's order to the Navy to take "all necessary steps" to insure the safety of the sea lanes between the U. S. and Iceland and "all other strategic outposts." Nor about the probable consequences of those steps. As the President himself said to a recent visitor: "Convoys mean shooting, and shooting means war."



Canadian soldiers with an old Lewis gun stand guard on a stretch of Iceland's 3,000 miles of roads. Big Lake Thingvalla is ideal for seaplane bases



The landscape of Iceland is almost treeless and, on the coastal fringe where Icelanders live, resembles the lonely moors of Scotland. The uninhabited interior highland, comprising four-

fifths of the island, is strewn with lava, rocks, glaciers and snow fields. It looks bleak and desolate as the moon. Sheep-raising and fishing are the chief livelihoods of the Icelanders.



Onto this peaceful landscape, unscarred by war in a thousand years, burst thousands of British and Canadian soldiers with murderous guns, tanks and airplanes after the fall of Denmark

last year. Here you see a British Bren gun troop in maneuvers. Icelanders were extremely hostile to the "invaders" at first, reportedly shaved the heads of girls who consorted with them.



SOVIETS CHEER THEIR HEROES

For a generation Russia has been a Dark Continent, blanketed in censorship, dumb and mysterious. The world has known little more of the U. S. S. R. than of Darkest Africa. But since the Bolsheviks found themselves three weeks ago fighting the enemy of the democracies, they have hastily tried to make up for the years of silence. Russian communiques spill over with words. Except for obvious Communist propaganda, they make the best reading in German-Russian War.

To general astonishment, they are packed with the names and deeds of individuals, of small heroes in the nameless hordes of the Red Armies. In the inimitable Communist prose style, bare and self-righteous, they pick out an air lieutenant here, a tank sergeant there, or a frantically industrious worker, or a coal miner's wife, or a repairman, all of whom have supposedly advanced the war by spectacular efforts.

These may be true or false in detail, though the Russian communiques to date have a fairly good record for veracity. But they correctly represent the kind of warfare now going on across the huge battlefield. On these pages LIFE attempts to show in drawings four of these heroes' big moments, as reported in the Red communiques which are quoted as captions.

Emerging is the fact that Soviet civilians are obeying Stalin's summons of July 3 to a war of "scorched earth," sabotage, guerrilla fighting. Most impressive are the accounts of the great tank battles (lower right).

"Captain Voronin commanding a unit of dive bombers," said Russian communique of July 2, "observed enemy tanks in a forest clearing. His airplanes flung themselves into the battle.

At this moment a group of German Messerschmitt fighters appeared. Our bombers dive-bombed the enemy tank column, leaving on the battlefield scores of disabled German tanks."

"One of our cavalry squadrons," said Russian communique July 3, "was ordered to annihilate a Fascist landing party [on river crossing]. Our cavalrymen took cover in the thicket.

When the saboteurs approached the thicket the cavalrymen attacked the enemy with drawn swords. The Fascist landing party, 150 men strong, was partly mowed down; part surrend-

ered." Below are shown the charging Russian cavalry. Germans at the left fight from water and rubber boats. In background Russian demolition squads have destroyed a bridge.





Workers of a State farm near the frontier," said Russian communique of July 4, "when retreating together with Red Army units, set fire to fodder stores. The fire did not spread because German mechanized units successfully arrived. Then three stablemen hid in the adjoining forest and at night again set fire to fodder stores in several places. The German soldiers were unable to extinguish the fire. Soviet property did not fall into the enemy's hands. Several German petrol tank cars exploded as a result of the fire." The stablemen may be seen hiding in the foreground, as German gasoline trucks are ignited from the front.

"Junior Lieutenant Yukhnech," said July 4 communique, "surrounded by five Fascist tanks, smashed four enemy machines by his accurate artillery fire, after which he drove his tank at the front of its speed and overthrew the last enemy machine by crushing it with a frontal blow." LIFE's drawing presents Lieut. Yukhnech's tank as the 30-tonner rearing up in the center. Other starred tanks are also Russian 30-tonners. The Germans center and right are much weaker 19-ton tanks. Both Russians and Germans use men on foot fighting with the tanks. The machine-gunner is working in the lee of a shattered Russian armored car.



BRITISH HAVE HEROES TOO

BUT THEIR POLICY IS ALWAYS
TO KEEP THEIR MEN NAMELESS

The day-to-day heroisms of Englishmen are rarely told, except by American press correspondents who are impatient of British modesty. The Ministry of Information even objects to picking out the fliers with the highest scores of German planes (LIFE, March 24). The British principle is that every fighting man is a hero by definition and that highlighting one hero is insulting to all the others. In modern total war,

the whole mass of British civilians have shown that they too are fully as capable of heroism as the fighting services.

A rare exception to British shyness is the story released July 4 and shown in drawings below. Unlike the Russians, however, the British Ministry of Information does not generally give names. The Blenheim sergeant-pilot and his plucky crew who gave such a good ac-

count of themselves are still anonymous to the public.

What makes this story typical of British war releases is that it dramatizes a defensive action and the virtues of bull dog grit. But in fact the Royal Air Force has begun to hit at Germany offensively and heavily in the past weeks. As many as 500 British bombers have raided Germany and the occupied countries by day and by night, while the Germans are busy in Russia.



"The captain of a Blenheim bomber, a sergeant-pilot, was severely wounded in the neck by a bullet from an attacking Messerschmitt during the July 2 attack on the Merville airdrome near Lille, in Northern France, by the Royal Air Force. An important vein in his neck was severed."



"When the plane's observer saw blood on the pilot's clothing he moved across to help. Pressing his thumb on the vein the observer successfully stopped the flow of blood, and the pilot was able to keep the aircraft on an even keel," continued the Ministry of Information release.



"Another Messerschmitt attacked. The bomber's rear gunner got in a burst and with one wing torn off the German plane went to pieces in the air. The formation was attacked by nine more Messerschmitts. One was hit in the cockpit. It overturned and was not seen to pull out."



"The wounded pilot at length collapsed in a momentary faint, having lost a great deal of blood in spite of the pressure on his neck. His aircraft shot forward among the formation of bombers and collided with one of them, which turned upside down. Its pilot was able to right it."



"When the formation arrived over British soil the wounded pilot, feeling he was unable to carry on, told his crew to bail out. They persuaded him to let them stay while he attempted a landing. When the pilot tried to put down his flaps ready for landing, the aircraft went into a spin."



"One flap had been shot away in the encounter with the enemy. But he still retained sufficient strength to correct the spin and bring down the Blenheim safely. He is now in hospital and is expected to recover." Final drawing (above) shows him being pulled out of the bomber's cockpit.

Get together with refreshment



You'll welcome ice-cold Coca-Cola just as often and as surely as thirst comes. You taste its quality,—the quality of genuine goodness. Ice-cold Coca-Cola gives you the taste that charms and never cloy. You get the feel of complete refreshment, buoyant refreshment. Thirst asks nothing more.

Everywhere you hear "Let's get a 'Coca-Cola'" or "Let's get a 'Coke'." It's the friendly invitation for sociable refreshment. Coca-Cola is refreshing . . . so refreshing. Its taste is delicious . . . so delicious. Around the corner from anywhere, the soda fountain invites you to pause and refresh yourself. Make it a date.

5¢

THE PAUSE THAT REFRESHES

Less suffering... thanks to Petroleum

With cyclopropane anesthesia, not only is surgery as painless as with ether, but there is almost no nausea or "gas discomfort" afterward.

At the "UNIVERSITY OF PETROLEUM" (Shell's \$3,500,000 research laboratories) scientists were seeking "the makings" of glycerine in a petroleum gas. And in the compounds from which they finally produced glycerine, they found the substance needed to make cyclopropane quick and at low cost.

It's the lifework of Shell scientists to perform seeming miracles with petroleum molecules. They start with crude oil, and come out with a key to synthetic rubber. Or a plastic. Or TNT. Or a vitamin.

Or with a more dynamic Shell Gasoline—always their main assignment.

Power that's a research triumph—SHELL GASOLINE



THE knowledge and equipment of 821 research scientists and assistants are at your service—at the next Shell pump.

They've advanced the Road Performance Rating (RPR) of Shell Gasoline to an all-time high...

JULY SERVICE TIP

Vacation soon? Drive in for Shell-ubrication—a "Thoro-Fast" service that puts the right lubricant in the right spots in the right amount.

THERMAL CONVERSION makes it extra rich in iso-compounds similar to iso-octane—first produced commercially by Shell scientists to give America 100-octane aviation gasoline... fuel so powerful and efficient that it led to an increase in the speed and flying range of America's planes up to 30%!

This scientific advance saves on the costliest driving you do—Stop-and-Go. And increased RPR puts a new thrill in your motoring! Get high RPR Shell Gasoline (at regular price) or Shell Premium at your neighborhood Shell dealer's. Try a tankful today.



FROM AN IMPROVISED THRONE ON STEPS OF PALACE IN ADDIS ABABA HAILE SELASSIE WATCHES HIS SUBJECTS BOW, SHOUT AND GROVEL TO SHOW HIM THEIR LOYALTY

The Strange Case of — HAILE SELASSIE

Last week Haile Selassie, "The Light of Ethiopia" was back on his throne. He had re-entered Addis Ababa behind British troops who had driven out the Italians, who had driven him out of his capital just five years before.

By an ironic twist of history, Haile Selassie was the first monarch to be toppled off his throne by a Fascist power and the first to climb back on again. The British, who in 1941 had not very seriously tried to help him against the Italians, now alone made possible his return.

For the intervening years the "King of Kings" had lived in exile in England. Each year he looked more delicate. But when the British this winter began to

drive the Italians out of Ethiopia, Selassie proved a useful ally.

Addis Ababa went wild when the "Conquering Lion of Judah" returned. The great stone Roman eagle, mounted on top of the royal palace by Mussolini's viceroys, was promptly beheaded. Later the natives competed with each other in professing their loyalty to the returned Emperor (*above*).

One character sorely missed in Addis Ababa, however, was Lulu, the Emperor's faithful papillon (butterfly dog). Following her master into exile, Lulu is believed to have died. Last week her place was being taken by Dick, an English bulldog which the Emperor brought back with him from exile.



TRANSVAAL REGIMENT, LED BY PIPERS, ENTERS "A. A."



At 4½, Haile Selassie looked like this. Born in 1891, he was brought up by a French priest.



In days of peace Selassie sat upon his sagging throne (*above*) with Lulu, his pet papillon, at his feet. He was the only independent Negro king in Africa.



"King of Kings" and "Conquering Lion of Judah" put on a great show in pre-war heyday. Royal couch was late Kaiser's.

How's your "Pep Appeal"?

—by Bundy



Betty: Hello, Buck! Can't you speak to a friend? Why the scared look? Seen any ghosts?

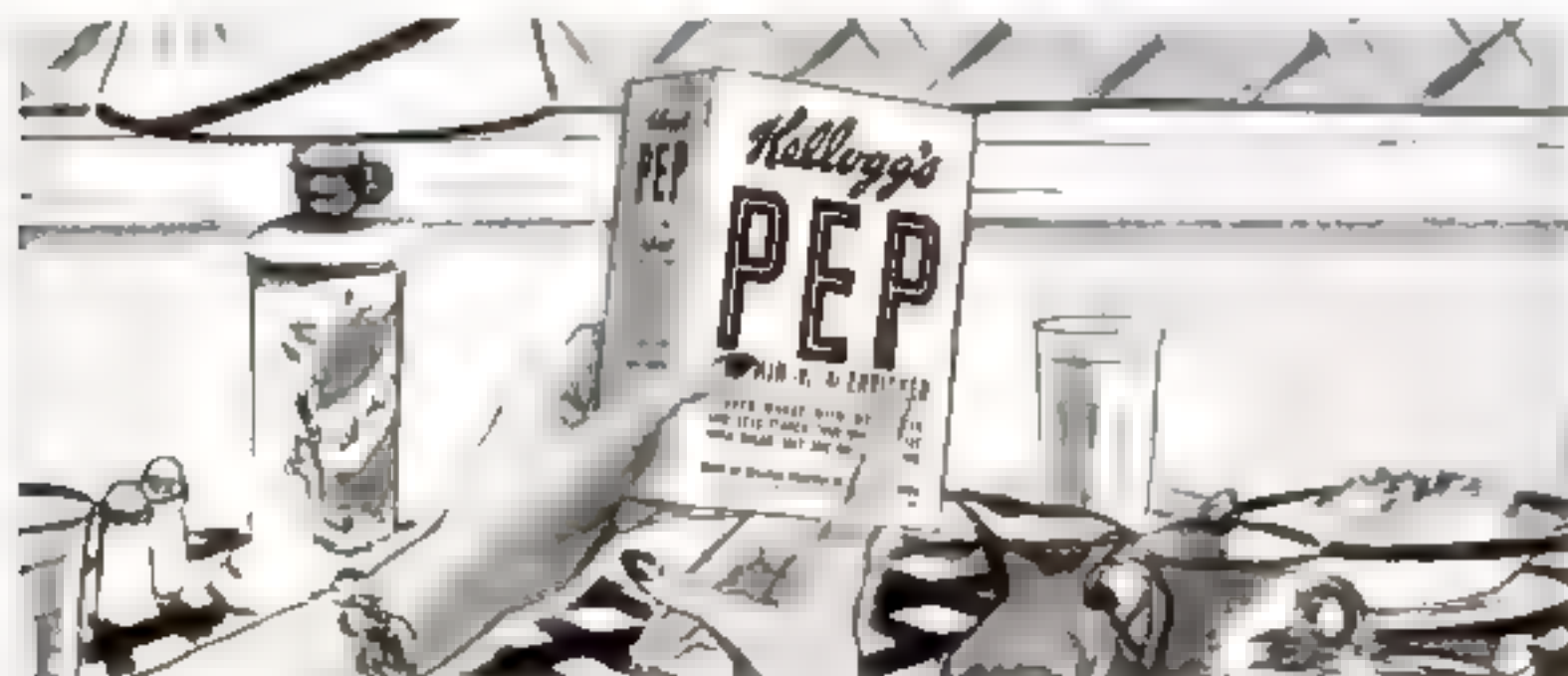
Buck: The professor . . . he said I am probably a victim of "avitaminosis." And if that means what I think it does . . .



Betty: Now! Now! Don't get excited. What the professor implies is merely a sub-normal rating in whoosh. Know what I mean? A slight but noticeable deficiency in oomph. In plain English, no pep appeal. And I know what to do—let's go have some lunch.



Betty: The professor's five-dollar word, my buckaroo, merely means a lack of vitamins in the diet. Lack of vitamins, lack of pep. Lack of pep, lack of oomph. And if you'll just pay attention for a moment . . .



Betty: Right in this delicious cereal, KELLOGG'S PEP, is an extra-good supply of two of the most important vitamins, B₁ and D. Now, it's important to get *all* your vitamins, but these two are . . .

Buck: Hey! Stop the lecture! This PEP is some cereal! Most delicious I ever tasted. Believe me, that professor is all right—and so are you!

Vitamins for pep! Kellogg's Pep for vitamins!

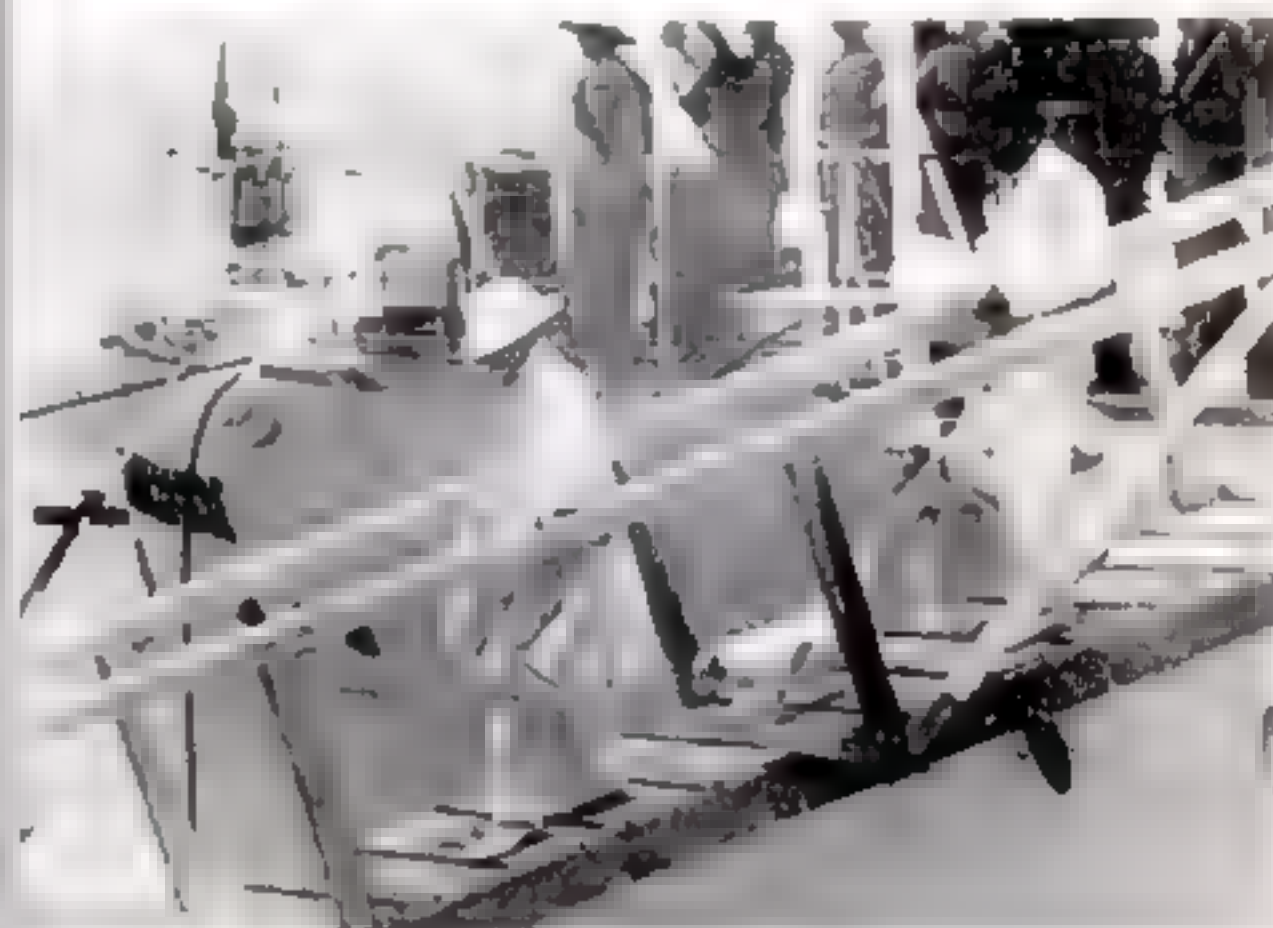
Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG & IN BATTLE CREEK

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Off to the war against the invading Italians went Haile Selassie in 1935. It took Mussolini's modern Army seven months to conquer Ethiopia's warriors.



Escaping into exile, Haile Selassie disembarked from the British cruiser *Enterprise* with his family and faithful Lulu at Haifa, Palestine, in May 1936.



At League of Nations in 1936 he unsuccessfully pled for help against conquerors. Session ended in bedlam when Italian journalists booed him off rostrum.



Lonely and ill at ease he lived in exile in a London hotel (above), then bought a home at Bath. He took cure as he had been slightly gassed in Ethiopian War.



He sold his silverware at auction for \$12,640 in 1936 "to keep himself alive." He tried to sell his Swiss chalet, but spurned offer to appear at Texas Fair



Back into Ethiopia rode Haile Selassie at head of a British-Ethiopian column on Jan. 16. It was first time in five years that he had set foot in native land



Brains behind British conquest of Ethiopia were Daniel Sandford (left) and Orde Wingate (right), the two "Lawrences of Ethiopia," who advise Selassie.



He raised Ethiopian flag over Debra Marcos, captured Italian fort. British kept Emperor, in British sun helmet and field uniform, well behind front.



warbled Delicia
"The tender
leaves are
bursting"

1 My niece Delicia is a lovely girl, but flighty. Only last spring I stopped by at four o'clock in the afternoon, and though the dusting wasn't done, she was out in the yard, cooing to the bursting buds.



2 Her husband Tom was due home at 5.30 and, as far as I could see, the dinner hadn't been started. The tea she served me was atrocious. "This tea is awful, isn't it?" said Delicia. "But see those tender little leaves showing on the lilac!"



3 "Delicia, I don't know what Tom thinks about it," I said, "but I think you should get some tender little leaves for your tea and let that lilac take care of itself." "Why, Aunt Emma," said Delicia, "whatever have tender leaves to do with tea?"



1 "That's just my point," I told her "Tom can't eat lilac leaves, but the little TOP leaves of the tea plant make the most delicious tea. You run and get a package of Tender Leaf Brand Tea down at the corner, and I'll wager that Tom will thank his stars, even if dinner is late!"

Your grocer has Tender Leaf Brand Tea in two convenient sizes—and in the new FILTER tea balls. Enjoy the finer flavor and fragrance of the choice, young tea leaves—today!



Listen to "One Man's Family" every Sunday on the NBC Red Network.

ARREST.



Declining
Pipe
Enjoyment!

115,827

pipe smokers who read this need the new enjoyment of this different truly aromatic tobacco

PPIPE going flat? Smoking losing its zest? Maybe you're one of the 115,827 readers of this magazine who are missing the one pipe mixture in tune with your taste.

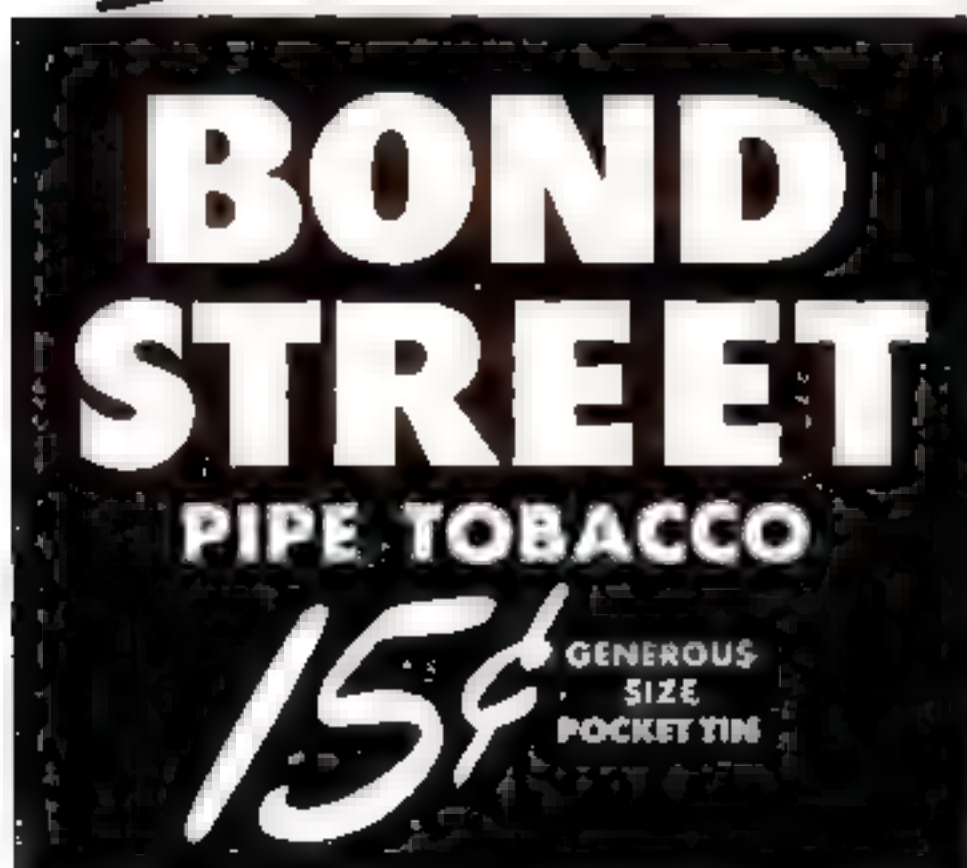
Experience proves a high percentage of every thousand pipe smokers rave about BOND STREET once they try it.

You see—BOND STREET contains a rare aromatic tobacco never before used in any popular priced mixture. And—it doesn't lose its flavor.

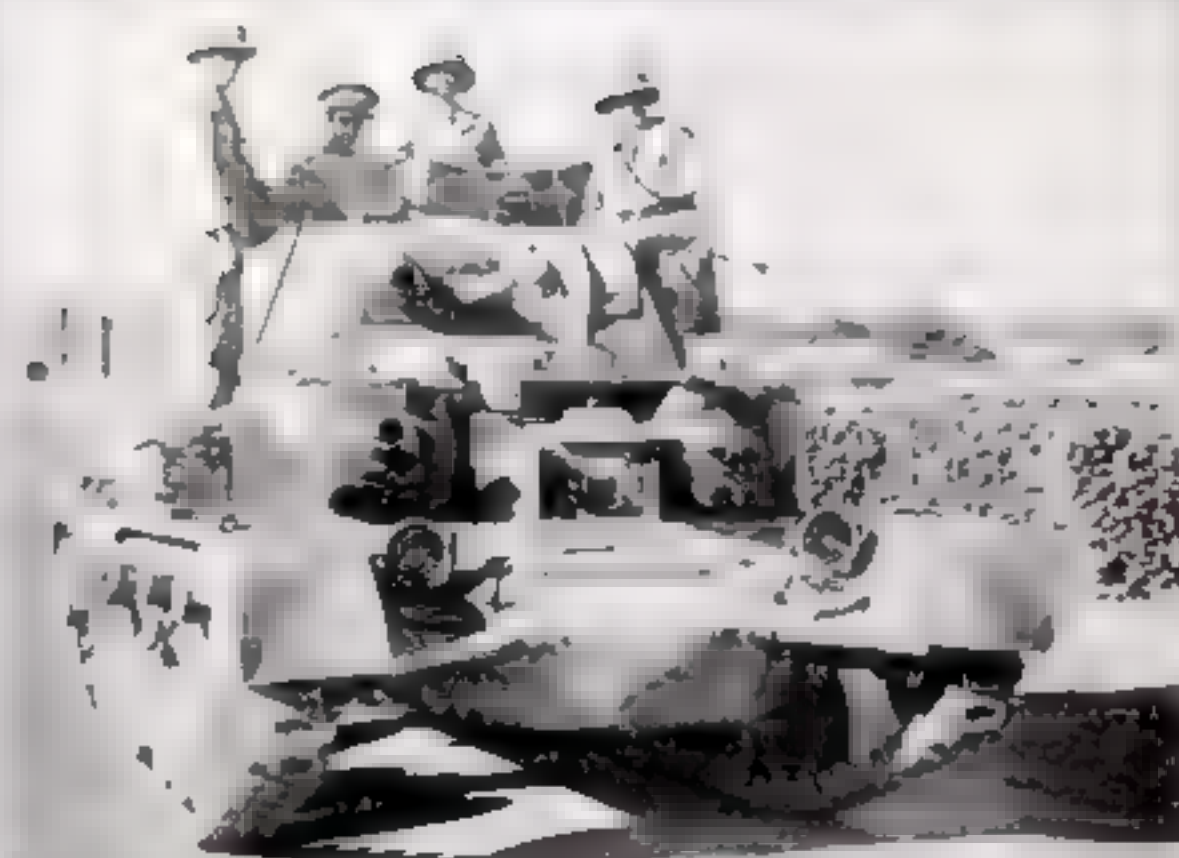
Rich, cool, bite-free as a custom blend, BOND STREET has a delightfully delicate aroma that pleases even the ladies! And it leaves no stale tobacco odors in the room.

The more critical your taste—the more you'll like it. Buy a tin—today!

Truly AROMATIC!



A product of PHILIP MORRIS



From British tank Emperor and Crown Prince Asfaw Wosan reviewed British-trained native troops. The 300-lb. Empress is still in Khartoum.



He shook hands with Lieut. Gen. Alan Cunningham, commander of the British campaign in East Africa, when they met in Addis Ababa.



A triumphal entry into Addis Ababa was staged by Selassie when he drove in a British car through lines of Ethiopian Guard of Honor.



He broadcast to his people from Addis Ababa. British have recognized his right to the throne, have also "agreed" to help him run Ethiopia

CLOSE UP.



MADAME RUBINSTEIN

THE LITTLE LADY FROM KRAKOW HAS MADE
A FABULOUS SUCCESS OF SELLING BEAUTY

by ELAINE BROWN KEIFFER

Precisely at 7 a.m., without benefit of clock or call, Princess Gourielli-Tchkonia opens her sharp brown eyes, stretches her solid frame and sits up in her fluorescent lucite bed. A moment later a maid enters, breathing "Good morning, Princess," and bearing half a grapefruit. The Princess eats her grapefruit, reads her mail and two New York newspapers and then has a second tray, with black coffee and whole wheat toast. Next she gets out of bed and into her Apple Blossom Foambath where, as she soaks, she does her best thinking of the day. Full of thoughts, she gets out, dries herself with a towel bearing the initials of her first husband (a Mr. Titus), rubs liquid powder over her body and studies her face in a mirror bearing the crest of her present husband (the Prince). From her wardrobe she takes a bizarre Schiaparelli dress whose broad stripes go round and round her short figure. From a glittering drawerful of jewels she selects an emerald necklace, big diamond earrings, pearl rope bracelets and a pair of heavy ruby rings. Then, after refreshing herself by gazing for a moment at assorted masterpieces by Picasso, the Princess steps forth between the two wooden carousel horses which guard the entrance to her Greenwich, Conn. home. Her gardener, the maid's husband, is waiting in his ancient Pierce-Arrow to take her to town.

Some 30 minutes later the gardener pulls up in front of a chaste little white stone building at No. 715 Fifth Avenue. "We're a few minutes early, Princess," the gardener says. "Good morning, Madame Rubinstein," says the doorman.

Thus, leaving her recently acquired title in the gardener's car, Helena Rubinstein goes to work under the name which she has made a boudoir word in four dozen countries and millions of homes. The sleek little salon in New York is the capital of the worldwide beauty business which she built and now runs with autocratic success.

Beauty is a commodity. It comes in jars and tubes and boxes and bottles and metal cylinders. It claims among its customers perhaps 75% of the women of the U. S. It adds up, with all its ramifications of beauty parlors and perfume counters, to one of the 20 largest industries in the U. S., ranking just below rubber. In this business Helena Rubinstein started when she was a girl of 18 and through it she has become perhaps the world's most successful businesswoman.

She began life as one of eight daughters of a moderately well-to-do Jewish family in Krakow, Poland. Her career, however, began in Melbourne, Australia. She had gone there to visit relatives and noticed how the faces of Australian women, dried and roughened by the climate, contrasted with her own creamy complexion. The Australian women noticed it too and began to borrow some of the cream she had brought from Poland. Exercising for the first time her uncanny talent for sniffing a profit a mile away, Helena Rubinstein sent back to Krakow for a shipment of cream and opened a shop. So fast did her trade grow that in a year and a half, at the age of 19, she left Australia with \$100,000 capital to launch her business in Europe.

During her 43 years in business, Rubinstein has made, according to her own estimate, a net \$25,000,000. This has come entirely from the sale of creams and lotions, at fancy prices, across the counters of stores. Yet in the language of the beauty business Helena Rubinstein, Inc. is distinguished as a "treatment house." The Rubinstein salons in New York, Chicago, Boston, Toronto, Miami Beach, Palm Beach, Paris, Milan, Buenos Aires, Melbourne, Sydney, San Francisco and Beverly Hills, all of which lose money, exist to promote the Rubinstein line and to assure its standing in the topmost bracket of a snobbish industry.

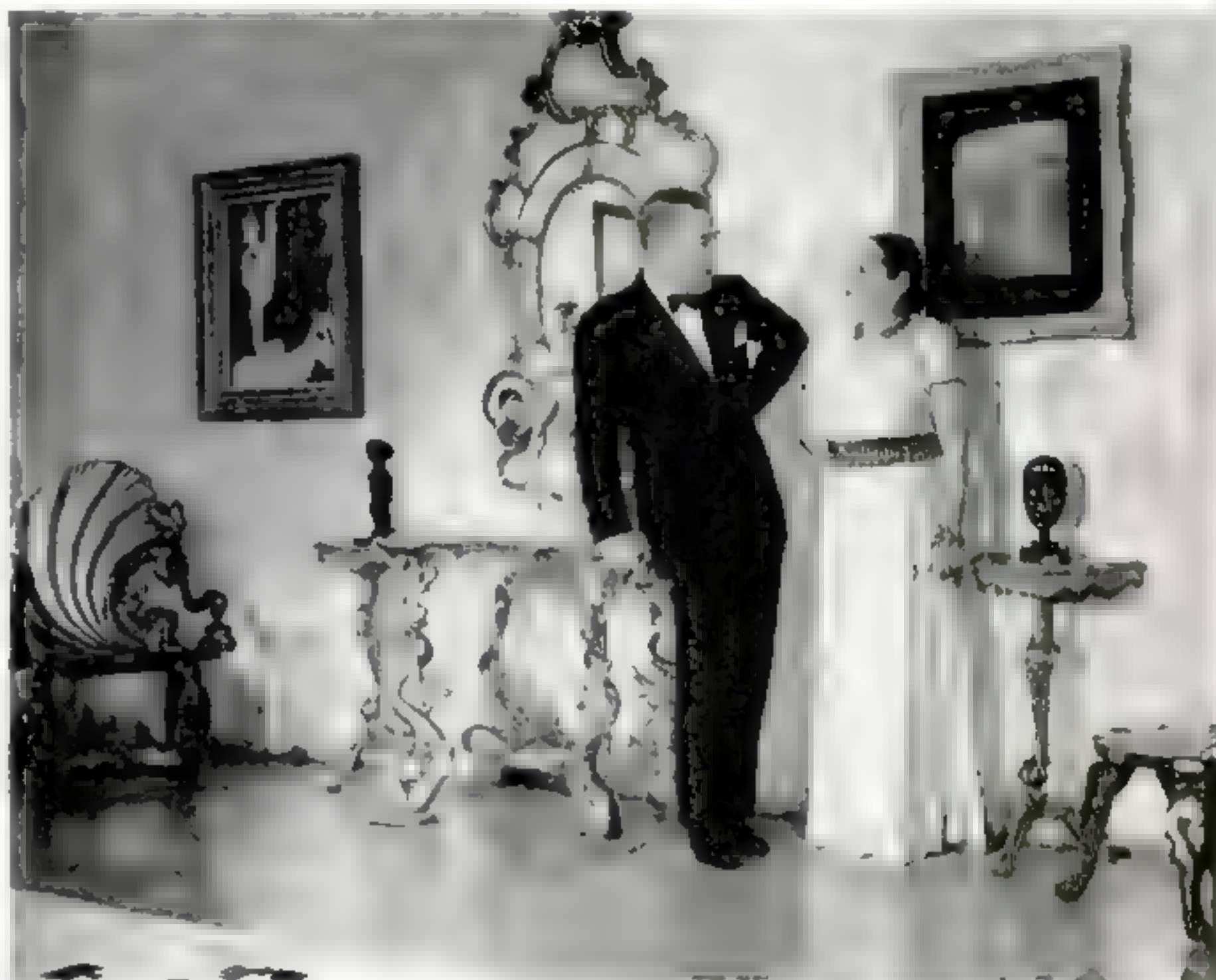
Behind its slick façade, the Fifth Avenue salon is a super-garage and repair shop for feminine faces and bodies. Here, in the Rubinstein "Day of Beauty," ladies are stretched, exercised, rubbed, scrubbed, wrapped in hot blankets, bathed in infra-red rays, massaged

CONTINUED ON NEXT PAGE

In her New York apartment Madame Rubinstein sits on an Empire love seat in the "dream room." The walls are of tufted spun-glass fabric. Around her stand African masks, a Victorian blackamoor statue and a blackamoor table. The painting is a Dali.



In her lucite bed, Madame reads by the fluorescent lighting which uses the head and foot. She had the bed built for \$65 which she got for a bargain. Rubinstein lives in a house in Paris that had one of mother-of-pearl which had previously belonged to Duc de Montpensier, son of Louis Philippe



Her husband, Prince Artchil Gourielli-Tchkonia, is a Georgian nobleman. They stand between a Dali and a Chagall amid 17th Century Venetian baroque shell furniture. Below she stands on her Greenwich porch between a pair of merry carousel horses she picked up at Provincetown for \$25



from
Coast to **Coast**



Leading Dairies are giving Milk this **Sterilized Hood Protection**


*No hands but your own can touch the
Pouring Top of a Sealright Hooded Bottle*



Ever watch Milk pour from a bottle? It curls around the lip before it goes into your glass. That's why this vital pouring area must be kept absolutely clean—free from handling. That's why hundreds of modern dairies now seal their milk bottles with Sterilized Sealright Hoods!

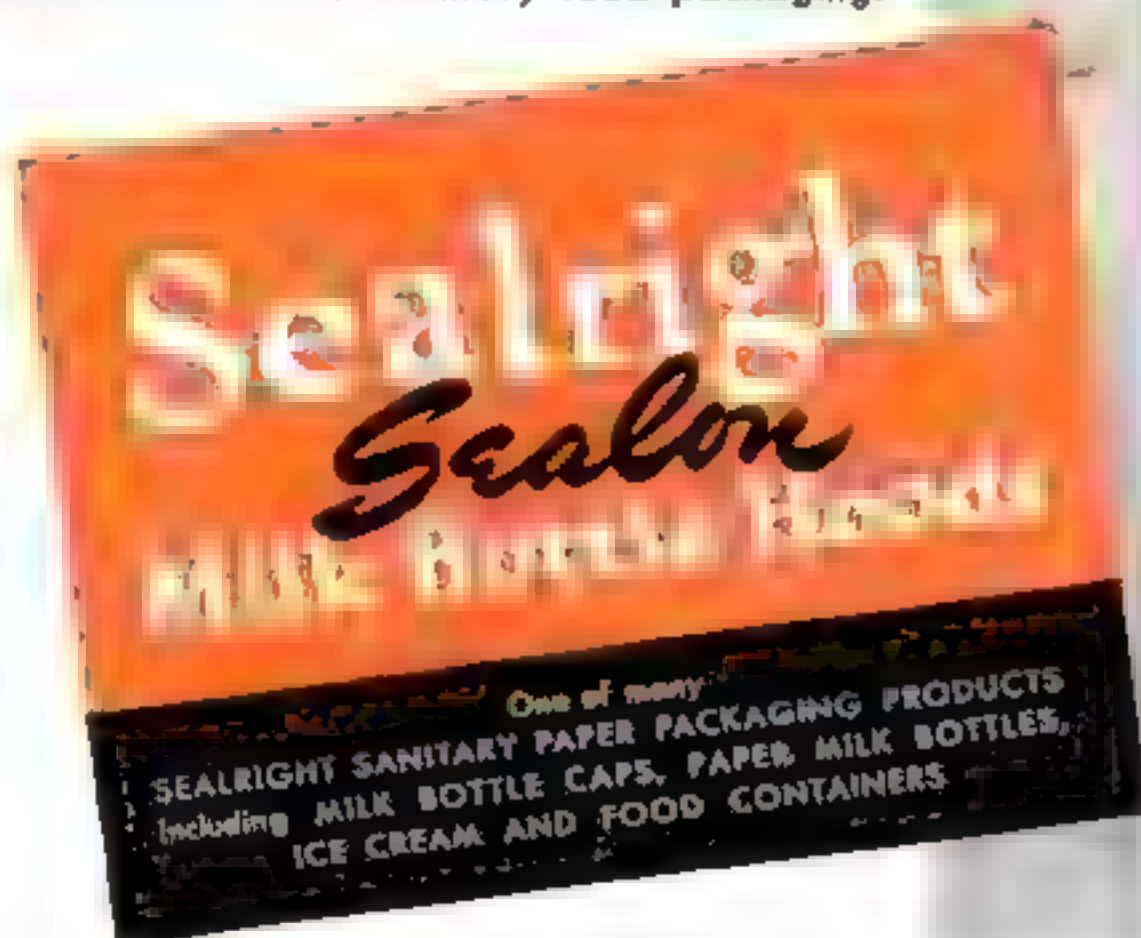
Tamperproof—yet easy to remove—Sealright Hoods are made entirely of special waterproof paper, and sterilized as they are heat-sealed automatically on the milk bottles at the dairy. This

scientific improvement in milk packaging protects your family's health. It means that your milk reaches you with its "dairy-purity" guarded—regardless of exposure or handling between the dairy and your home.

Drink More Milk—and patronize dairies that protect you. Look for the Sealright Hood on your milk bottle. It is easy to identify. The Sealright Symbol  on the hood—like the famous Sealright Sanitary Service Emblem—is the mark of sanitary food packaging!



Entire contents of this advertisement Copyright, 1941, by Sealright Co., Inc., Fulton, N. Y., Kansas City, Kan., Los Angeles, Calif., Peterborough, Ontario, Canada.



Rubinstein makes up. She currently puts on Aquacade foundation, Town & Country face powder, black waterproof mascara, blue-green eye shadow, lipstick on her lips and also on her cheeks in place of rouge. She experiments with new creams on her own face.

RUBINSTEIN (continued)

dry and massaged under water, and bathed in milk—all before lunch. After a meal of raw things they get a face treatment, foot masque, wax fingertip masque, scalp treatment, shampoo and coiffure by Michel. The whole thing costs \$25.

Among these leisured ladies under repair, Helena Rubinstein moves with the superior air of a self-made businesswoman, and with now and again a faint chuckle. As for herself, she has neither time nor desire for such strenuous beautification. Her only personal beauty practice is to lunch daily in her Zurich Room restaurant, on a "health diet" of leeks, kale, kohlrabi and the like, from which she gets up hungry.

Having the typical neurosis of Napoleonic characters—claustrophobia—Madame cannot stand small rooms. She sits in a large office, wishing it were larger, at a desk too high for her. When she wants to make a good first impression on an important visitor she calls for a cushion and places it under her, letting her short legs dangle in the air. This kind of self-promotion is by now so automatic that Madame hardly realizes she does it.

She always says, "Too much"

Rubinstein holds her position at the top of the business by a combination of hard work, showmanship and great money shrewdness. "Too much," is her automatic reaction to any proposition or price. As one of her former associates comments: "If somebody offered Rubinstein a package of gum for a nickel she would say 'too much' in the hope that it was the only package of gum in the world that could be bought for four cents."

Madame's way with money, moreover, goes far beyond pinching pennies. She has an innate talent for finance on a grand scale, as the partners of the Wall Street firm of Lehman Bros. found out with painful surprise twelve years ago. "Madame Rubinstein is financially illiterate," they still say sourly, and they wince at the memory of how the little lady from Poland, who doesn't know a sinking fund from a vanishing cream, outsmarted their great banking house.

The deal was the Lehman's idea, not Madame's. In the rosy days of 1928 the Lehman's conceived the idea of buying the Rubinstein business and turning it into a low-price, mass-production line. Madame finally agreed and sold two-thirds of the U. S. business to Lehman Bros. for \$7,300,000 cash, keeping her foreign business. For about a year Madame sat by, watching two successive managers carry out the Lehman ideas, "selling my creams in grocery stores," as she piteously puts it. Then she went to the stockholders with the cry that the business was being ruined. The Lehman's offered her any salary if she would go away and leave them alone, but Madame had a better idea. The market had crashed and Rubinstein stock, which the Lehman's had put on the market at \$70 a unit, was now selling for \$20. Madame bought back enough of the stock in the open

market for \$1,500,000, to regain control of her business and at the same time pocketed a cool \$5,800,000 on the deal. By that time the Lehmans were glad to be rid of the whole business.

The Rubinstein line now comprises 629 items. There are 62 creams, 78 powders, 46 perfumes, colognes and eaux de toilette, 69 lotions, and 115 lipsticks, plus smaller numbers of soaps, rouges, eye shadows, and so forth. This is the largest line in the business—too large according to Madame, who sometimes looks with envy on the great business that Pond's built on a single cream (it now has four). The best-selling cream is still the one Rubinstein started out with. Known throughout Europe as Valaze Cream, it was introduced in the U. S. as Skin Clearing Cream. In 1938, in accordance with a ruling of the Food and Drug Administration, the name was changed again, to Wake-up Cream. Rubinstein girls sometimes tell their customers that all 629 items are necessary to provide every woman with just the right preparations for her particular beauty needs, but the real reason for the big line is Madame's determination to keep ahead of Elizabeth Arden with new creams and lipsticks.

Her famous rivalry with Arden

In the high-price field, Arden is Rubinstein's great competitor. The two lines use the same high quality of ingredients and sell for about the same price, though Rubinstein's profit margin is probably larger because of less lavish packaging. For some mysterious reason the Arden line seems to have a slight edge in prestige, a fact infuriating to Madame. Perhaps it is the fancier name, perhaps Arden's head start in the U. S. market, perhaps the Arden décor which runs to pastels while Rubinstein uses stronger colors. At any rate, sales-girls report that customers will often buy Rubinstein preparations for themselves but Arden preparations for gifts.

The rivalry with Arden is the chief spur in Rubinstein's life. They maintain equally swank salons a block apart on Fifth Avenue and their products are sold side by side on the nation's beauty counters. If one gets a new idea such as the "Day of Beauty" or suntan lotion or photographic makeup, it is no time at all before the other adopts it. They swap employes, copy packages and borrow advertising angles. They give parties for the same people, go to the same openings, deal with the same companies.

Yet Helena Rubinstein and Elizabeth Arden have never met. Madame is very specific about the point. "Vee haf been at zee same parties, yes," she states carefully, "but vee haf nevair met—nevair."

Rubinstein and Arden have for years waged a sharp war over personnel, featured chiefly by Arden raids on the Rubinstein girls. This reached a climax in 1938 when Arden hired away Rubinstein's general manager, a Mr. Johnson, at a salary of \$50,000 a year, and took eleven of his staff to boot. Rubinstein had failed to retaliate on previous occasions, in the belief that it was cheaper to train new personnel, but this bold raid was too much. For a year she plotted a revenge which, when it came, was beyond doubt the neatest coup in the history of the beauty business. Up to 1934 Arden's general manager had been her first husband, a jovial, energetic man named T. J. Lewis who ran the Arden business in its lushest years. Arden simultaneously divorced and fired him in 1934, but she cagily wrote a clause into the divorce agreement by which he agreed not to re-enter the beauty business for five years. In 1939 the five years were up and it became Madame's exquisite pleasure to announce that the ex-husband of Elizabeth Arden was the new manager of Helena Rubinstein.

CONTINUED ON NEXT PAGE



American glass in blue and pink is her latest collection. Rubinstein began it when the war confined her to this hemisphere.



Her jewelry is valued at \$1,000,000. She purchases everything she likes, from Russian crown jewels to ten-cent store junk.



And, delicious to taste, it has 7 other needed food values as well

Millions of families get a good part of their Vitamin B₁ in their first meal of the day. In 2 National Biscuit Shredded Wheat with a cupful of milk they get more than 1/3 to nearly 1/2 the minimum daily requirement of this energy-appetite-growth vitamin — together with seven other important food essentials.

Made of 100 per cent whole wheat, including the important *wheat germ*, National Biscuit Shredded Wheat brings you the fresh, nut-like flavor and wholesome goodness of whole wheat, in Nature's own way — in its most delicious form.

Try this doubly good breakfast tomorrow. It is well to ask for it by the *full name* — National Biscuit Shredded Wheat, as featured at your food store.

Baked by "NABISCO"
NATIONAL BISCUIT COMPANY



A daily supply of Vitamin B₁ helps convert food into energy.



Science proves that when Vitamin B₁ is lacking the appetite lags.



Food authorities say that Vitamin B₁ is essential to normal growth.





THE RAD
AUTO SAV.

"THERE'S WHAT WE
WANT, JOHN—NOW
LET'S FIGURE OUR
PAYMENT PLAN..."

SENSIBLE people nowadays are figuring out, in advance, just what it would cost to buy a car on time. Where every penny counts, it's wise to choose your financing plan as carefully as you choose your car.

To help you in deciding on your time-payment plan, why not send the coupon below for a GMAC Figuring Chart. This simple chart gives you the whole story of car financing in dollars and cents... shows you exactly what you get for what you pay!

In a few minutes you can figure easily your whole "deal"—based on the amount of time you want and the amount you wish to pay monthly.

Then, compare different time-payment plans... see which offers you the most for your money! You'll be pleased to find that the low-cost General Motors Instalment Plan includes broad insurance protection for your car.

But decide for yourself! Send the coupon for your Figuring Chart right now!



GENERAL MOTORS INSTALMENT PLAN

GENERAL MOTORS ACCEPTANCE CORPORATION
1775 Broadway, New York

Please send me copy of GMAC Figuring Chart for the car checked below:
CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC

Name _____

Address _____

City _____

State _____

Country _____

U.S.A.

Figuring
chart



The Fifth Avenue salon is the No. 1 showcase of Madame's business. Here the world's best-decorated women pay from \$25 up for the special Rubinstein "Day of Beauty."

RUBINSTEIN (continued)

There is still only one boss in the House of Rubinstein and that is "the Madame," as her staff calls her. "You must be *vairee smart*," she insists in her Polish-French-Australian accent, "*vairee clever*. In *ziss* *bissness* you must work 24 hours a day and 300 years in a lifetime." She complains constantly that she can find no one to work as hard as she does. The truth probably is that there are not many women like Madame and most men do not find an atmosphere conducive to their best work in the tight little matriarchy of the beauty business.

"Vot I am rheerly gude at," Madame says, "iss promotion." In the cold estimate of the beauty business she speaks the truth. When it comes to getting out a new line such as the House of Rubinstein launches every few months, Madame is a downright whiz.

How she promoted "Heaven-Sent"

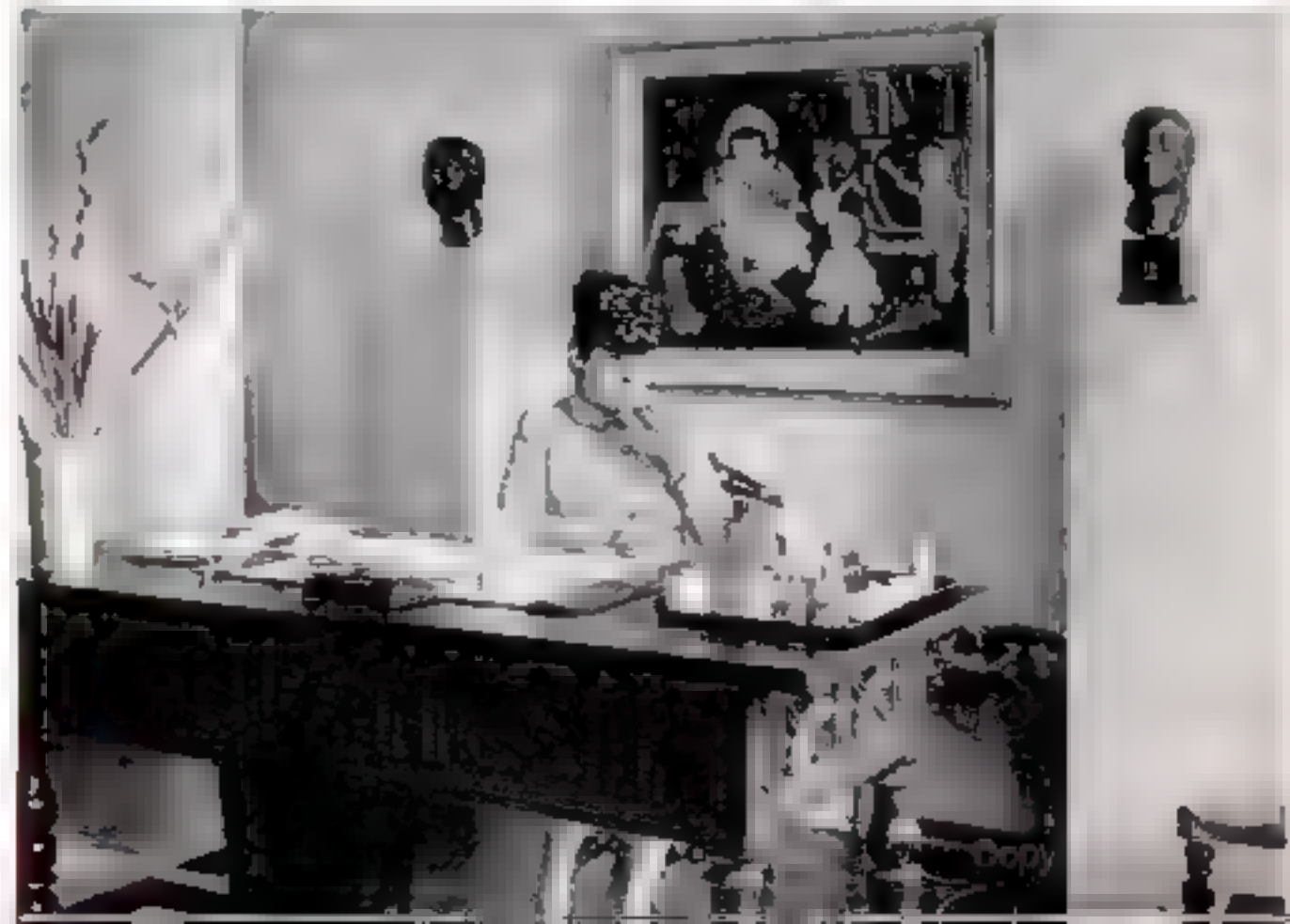
The most recent of these is the Heaven-Sent line which came out last spring. Preparations for this promotion began in January 1940 fifteen months before it appeared on the market. Since her last promotion had been Apple Blossom, Madame decided to make this one "not a floral odor but a subtle blending." For colors she picked pink, blue and white. In the next few months Madame sniffed and rejected some 800 odors, from oil houses and her own laboratory, before she finally fixed on one. According to her admiring employees it was Madame who exclaimed, "This is a heavenly scent," thus suggesting the name which finally came out Heaven-Sent. Heaven-Sent was to be in four items: eau de toilette, dusting powder, bath oil and soap. The next step was to get a general decorative motif. Beginning with the cologne bottle, Madame called in a bottle manufacturer and asked him to design a bottle suggesting a feminine figure, "with a light feeling." When the model came back, Madame made two changes, putting pleats in the skirt and adding a round stopper to suggest a head. The soap was next. Madame chose a cake in the form of a puffy pink cloud, with white raised angels on the surface. An artist then went to work on boxes, which were to feature angel figures. Madame rejected the first design, with plain angels, as too austere and finally settled on a pattern of angels and clouds.

Heaven-Sent was now ready and Madame turned her attention to marketing. The campaign was brilliantly launched on March 31 when 500 pink-and-blue balloons with the Heaven-Sent angel motif were dropped from the roof of Bonwit Teller's store, each with a wicker basket containing a vial of cologne and the message: "Out of the Blue to You." Several hundred women filled Fifth Avenue to grab for them.

Rubinstein's greatest promotion, however, is undoubtedly herself. She has made herself not only a multimillionaire but a lady scien-

CONTINUED ON PAGE 41

At her desk Madame sniffs a new perfume sample sent over from the factory. Rubinstein picks only scents which she likes herself, boasts, "I am *vairee deessant* to please."



For extra-tasty, easy-to-fix
sandwiches, snacks
KRAFT brings you

OH, BOY...
WHAT A
SANDWICH!



MIRACLE SANDWICH SPREAD

(Better than ever!)

Made from a base of creamy-
smooth Miracle Whip with
flavorful relishes added according
to a special Kraft recipe. Tangy!
Zestful! Delicious!



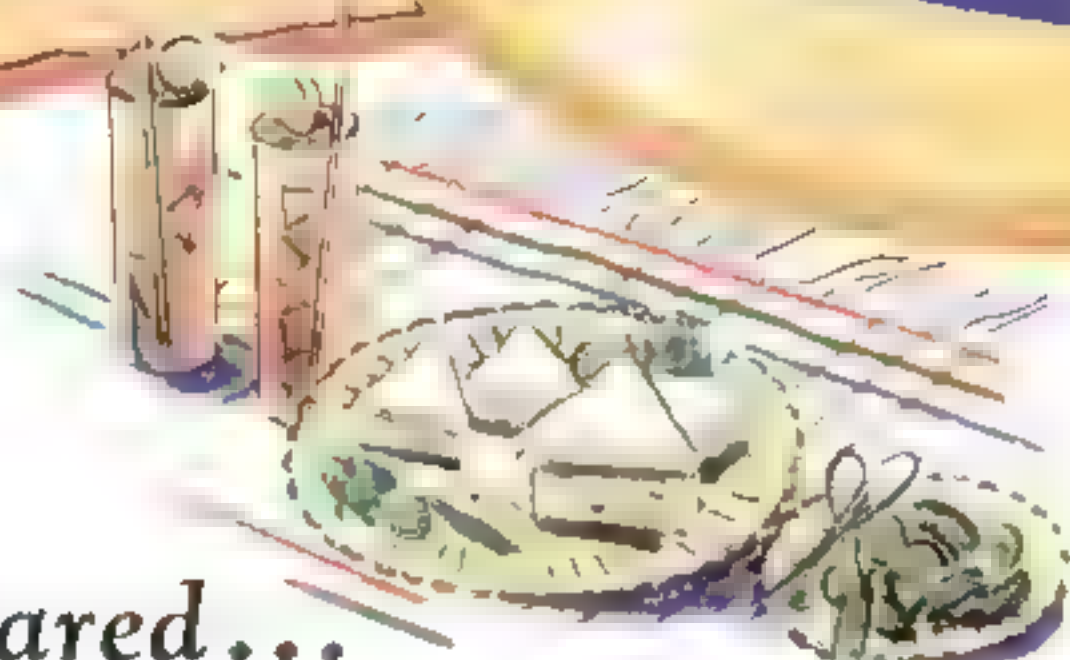
Only the highest quality
ingredients go into it.
Made velvet-smooth by
the use of a special
patented beater
exclusive with Kraft.
Spreads with ease.



Perfect for sandwiches,
snacks, appetizers.
Grand in potato salad,
deviled eggs, etc.
Delicious on fish, and
corned beef hash.



Inexpensive — keep it on hand
for lunch, supper, picnics, beach
parties, etc. Its peppy, can't-be-
copied flavor makes a big hit
with everyone!



Be prepared...

Ask your grocer today for **Miracle Sandwich Spread**

LOOK FOR THE BRILLIANT NEW LABEL

That Good Liver Sausage, also known as braunschweiger or liverwurst—one of more than 150 different sausage products.

Introducing BRAUNSCHWEIGER (smoked variety)



THIS IS FUN



There are enough troubles in this old world . . . enough chores . . . enough worries . . . enough things to frown about . . . What this country needs is more things to smile about.

Here's one of those things—plump, homey, jolly looking sausage.

When a sausage smiles at you, you smile right back. When it's on the table, noon or night, it makes the next joke laugh better, the time pass faster. You eat it because you like it, and you like it because it's good.

Sausage products are good, wholesome meat foods, full of carefully selected meats expertly

blended with delicate spices. Easy to serve as bread and easy to digest.

Sausage is a good source of the complete proteins and minerals of meat which your body does not store to any extent, hence are needed regularly.

And vitamins too—that good liver sausage (braunschweiger or liverwurst) is not only rich in the B vitamins but brings you vitamin A and vitamin D as well.

You've known liver sausage cold—now try it hot with bacon or grilled tomatoes.

Forget the troubles of the world—serve yourself

some sausage—good liver sausage or friendly frankfurters; salami sausage or bologna, just so it's sausage.

It's pleasure on a platter, pride of the picnic, center of a sandwich and it's a treasure in the refrigerator when you're hunting for that midnight snack.

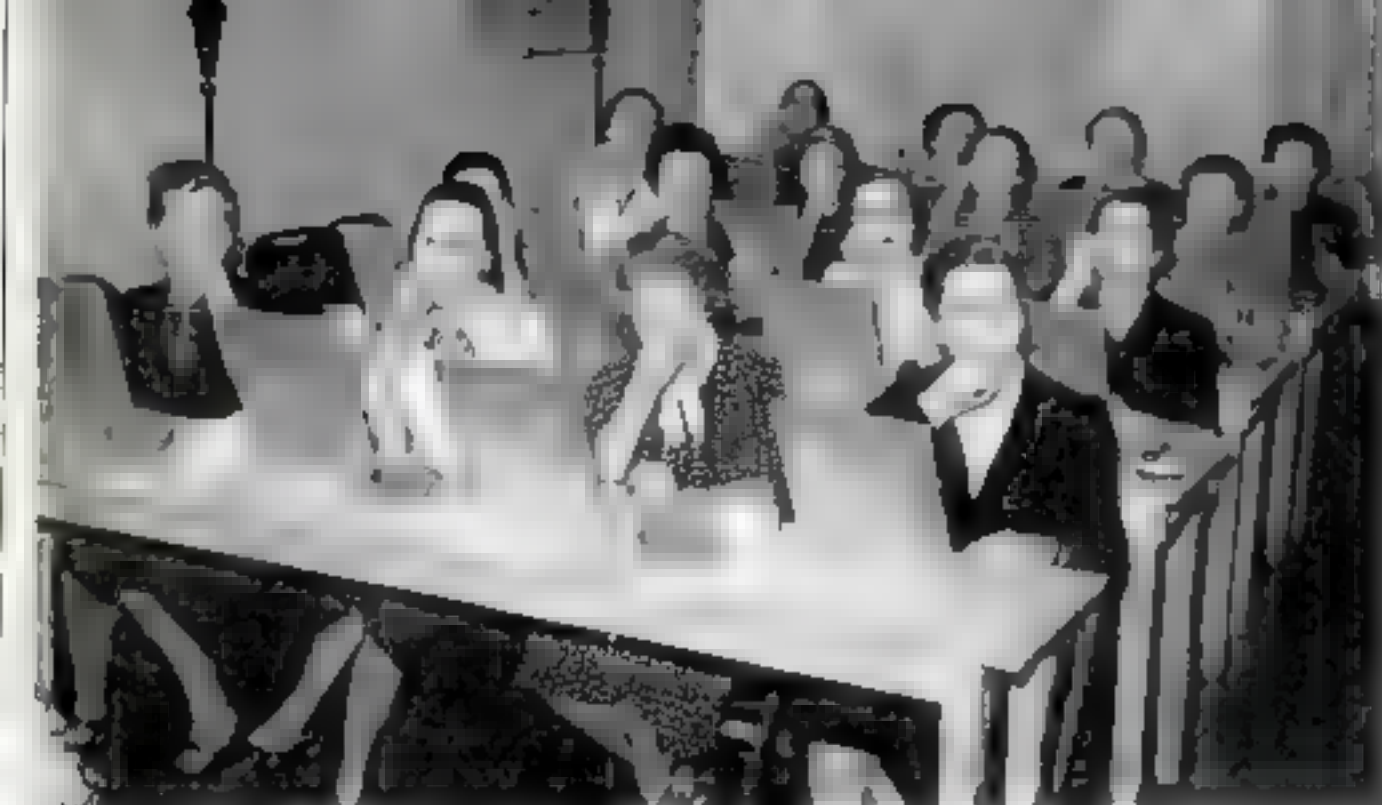
It's friendly to look at. It's friendlier to taste.

This is Sausage. This is Fun. This is Yours.

This Seal means that all statements regarding health and nutrition made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



AMERICAN MEAT INSTITUTE, Chicago



At Rubinstein's school in New York, salesgirls learn the correct technique of applying powder. The house trains 2,500 girls a year in U. S., employs ten traveling instructors.

RUBINSTEIN (continued)

ist and a figure of international glamor. Madame's personal promotion is, in fact, an essential part of her business success.

For the counter girls who sell Rubinstein products in 2,700 U. S. stores, the house publishes a monthly *Beauty News*. A typical issue inquires: "Dear girls . . . Do you make your customers see the real Mme Rubinstein? . . . She has an earnest and sincere desire to help every woman attain the beauty which can be hers."

For years no Rubinstein advertisement ever appeared in the U. S. press without a picture of Madame, usually in a chemical laboratory. Madame thinks this is much more honest than the Elizabeth Arden advertisements which use a mask of a beautiful woman in white veils. "People think it's Arden," Madame says indignantly. "It isn't Arden at all. Arden doesn't look like that." In Rubinstein advertisements Madame is portrayed as "one of the great women scientists of the world," engaged in a ceaseless search for more magical beauty ointments. This picture is so convincing that salon patrons sometimes plead with the operators for some extra special beauty cream which the public cannot buy. If the customer insists, the operators may sell the lady an unlabeled jar for \$50 with the whispered assurance that it is "Madame's own cream."

Her private life is her best promotion

Until the war Madame was a constant traveler on the international glamor circuit. She maintained five homes—in Paris, Combs-la-Ville, London, New York and Greenwich—and crossed from Europe to America six to eight times a year, holding for a while the Atlantic crossing record. These trips enabled her to visit her salons but, more important, they afforded her occasions to be photographed, to issue statements and to show off her latest acquisitions of art, jewelry and clothes. Always she was dressed in the most spectacular of Schiaparelli or Molyneux creations, with great blobs of jewelry. She seldom got off a boat without bringing forth the emerald necklace of the Empress Catherine or carrying radio-active bath bricks or announcing with breathless importance that green face powder was being worn in Paris. When she visited India it was made known that Madame had devised a special cream, Pomade Noire, for the muddy complexions of maharanees who, in return, had laden her with jewels.

Madame's fine collections, though carried on as a hobby, are also good for publicity. Her jewelry collection, worth \$1,000,000, is an astonishing hodgepodge of the real and the fake, the good and the bad. It includes exquisite diamond pieces, ropes of flawed emeralds, gorgeous rubies, off-color pearls by the yard and ten-cent store junk, all piled helter-skelter in a metal filing case.

As a collector, Madame is a female small-scale Hearst. She has bought all her life, shrewdly but without time to choose and discriminate. She has bought to help out poor artists and to be in on fads of the moment and simply because she saw a good bargain. Her

CONTINUED ON NEXT PAGE

Beauty-lift masks are demonstrated to salesgirls. Rubinstein finds that salon patrons prefer foreign girls. Hence she prefers foreigners in the U. S. and Americans abroad.



For carefree, dependable performance in every engine, be sure your spark plugs are Champions—the spark plugs champions use.

CHAMPION SPARK PLUGS are now enjoying a tremendous new upswing of public favor because they are curing a widespread outbreak of motoring ills, where others fail. Champion Spark Plugs enable the car owner to get plus performance and dependability because of many patented and exclusive features. Outstanding among them is the sensational new patented Sillment seal which gives the car owner positive assurance of spark plugs free from troublesome leakage, so vital to peak performance and economy in today's engines.

If your car is not now equipped with Champion Spark Plugs, profit by the experience of motorists everywhere who have found that Champions correct poor engine performance due to spark plugs. Remember, too, it pays to change all spark plugs, including even Champions, every 10,000 miles.



Outstanding among Champion's many patented features is the Sillment seal which eliminates troublesome leakage common to ordinary spark plugs. Since leaky spark plugs overheat, causing pre-ignition, rough, wasteful and sluggish engine operation, it will pay you to insist on Champions.



There is no more severe test of spark plugs than the 130-mile Albany to New York Outboard Marathon. This year Fred Jacoby, Jr., winner, and all boats finishing, used Champion Spark Plugs.

You're always ahead with Champion!
SPARK PLUGS



New Way to Whiten Shoes

Whiten shoes this clever...faster...easier Shu-Milk way. It's a "natural" for two-toners. You can clean them without smearing their brown or black trimmings. Simply apply Shu-Milk Cleaner from the bottle. No messy hands or fingernails. Shu-Milk's white shoe cleaning combination at drug, dept., grocery, shoe, and 5 & 10¢ stores or shoe repair shops. Shu-Milk Cleaner, 10¢; with Applicator, 20¢.

For Best Results...Keep control ring in center of fluted rubber neck. To increase flow move ring down. To decrease flow move ring up. TO ASSURE PERFECT FLOW run water through Applicator after using. Shu-Milk Products Corporation, Passaic, N. J.



SHU-MILK WILL NOT RUB OFF...
CLEANS ALL WHITE SHOES

**VERY
DEFINITELY
SUPERIOR**



► Riondo is one of the fastest-selling rums in the country... because it is definitely superior in quality! Light in body, mellow rich in flavor, Riondo makes drinks of exceptional excellence. And yet Riondo is definitely reasonable in price.

Riondo
PUERTO RICAN RUM

GOLD LABEL 138
WHITE LABEL
86 PROOF

SOMERSET IMPORTERS, LTD. • NEW YORK • CHICAGO • SAN FRANCISCO

RUBINSTEIN (continued)

collection of modern French art contains, along with a good deal of plain junk, enough first-rate painting to make it one of the best private collections in the world. Some of the inferior stuff she has given away, with great aplomb, to cosmetic buyers who bore it proudly back to inland U. S. cities. But much of it still remains and Madame, being thrifty, cannot bear to throw it out. Besides, she may need a gift for another buyer.

For 15 years New York has been Rubinstein's business headquarters but up to the war she considered Paris her real home. There she slept in a mother-of-pearl bed, dined artists and the impoverished inmates of the *Almanach de Gotha*, and dispatched to the eager U. S. press such weighty pronouncements as, "Sporting pink is on every lip."

She collects titles for dinner

Without Paris, Madame is limited in her trips and in her dinner guests. Even in New York, however, she can muster a respectable sprinkling of titles for the guest lists which she sends to the newspapers. One announcement promises: "Mrs. Cornelius Bliss, Mme Marie-Louis Bousquet, Mme M. Lednicka, Countess Janusz Ilinska, Mrs. Carmel Snow, Mr. A. Conger Goodyear, Mr. Thornton Wilder, Baron Kurt von Pantz, Baron de Guinzbourg, Duke di Verdura, Monsieur de Brunhoff."

Madame's guests are entertained in what is perhaps the most arrestingly decorated apartment in New York. The drawing room is French Modern, "with a Victorian influence," hung with excellent Picassos and Renoirs, with a purple satin sofa to match Madame's purple satin skirt. Guests dine in a gold-and-white baroque dining room where, if they happen to be the directors of the African show at the Museum of Modern Art, they eat by the light of candles flickering eerily over the hideous faces of Madame's fine collection of primitive African masks. After dinner guests sip coffee in the "dream room," done in a wavy style reminiscent of an underseascape by Dali. Good bridge players are sometimes thrown off their game by being seated before a statue of an overfed African cannibal with a fringe of human hair still protruding from his lips.

Madame is an extremely generous friend. When she takes a liking to people she pats them, squeezes them and plies them with "leedle geests." For this purpose she keeps on hand a stock of perfumes which she personally selected and of which she thinks no less highly for the fact that they did not sell well in the salon. She lends her collections frequently for charity exhibitions and one summer turned over her Greenwich home to a slight acquaintance who needed a summer place for two children.

This generosity is balanced by an iron determination to eliminate all waste or needless expense. She does her own marketing in Greenwich, waiting until late Saturday afternoon, when she can haggle the storekeepers into cutting their prices. She still wears blouses bearing the initials of her first marriage: HRT-Helena Rubinstein Titus. She is a light-turner-offer and a plate-licker-cleaner. At din-

Madame's portrait has been painted 13 times. These are by Laurencin, French (left), Lionotti, English (top right), Vertèz, Hungarian (bottom left) and Portinari, Brazilian.



ner, if she spies a guest leaving a lamb chop on his plate, she will, after politely ascertaining that the guest does not want it, reach over and spear it for herself. Some of Madame's fastidious guests call her a peasant for this but it is the sound, natural instinct of a woman who saw enough poverty in her youth to give her a horror of waste.

In 1937 Madame divorced her first husband, Edward J. Titus, after 28 years of married life. Titus is an American who carried on a dilettante book-publishing business in Paris and who, after the divorce, married a young Swiss girl. Madame herself in 1938 married Prince Artchil Gourielli-Tchkonka, a Georgian nobleman some years her junior. The Prince is a charming, easygoing man, recently become an American citizen, who regards his strong-willed wife with a combination of amazed admiration and amused affection. One of the first things he did after their marriage in Paris was to go around Madame's famous mother-of-pearl bed with a chisel and chip off bits. It looked too perfect, he said.

Rubinstein's is filled with Rubinsteins

Madame's relatives, who are numerous, play a large part in Helena Rubinstein, Inc. Four of her sisters are working for her: Manka as traveling lecturer, Ceska as manager of the English business, Stella preparing to open the new Buenos Aires salon and Pauline carrying on what is left of the French wholesale business. Her niece Mala, daughter of a sister still in Poland, directs the New York salon.

Madame's two sons by her first husband, Roy and Horace Titus, are also connected with the business. Roy, a pleasant, genial young man who left Princeton and later got his degree from Oxford, coordinates the sales end of the business with production at the factory in Long Island City, where the Rubinstein products are made. He runs his part of the business efficiently but unlike his mother, who works until all hours, he makes a point of catching the 5 o'clock train for his Westchester home. His brother Horace, who left both Yale and Oxford, handles Rubinstein's advertising in an agency which he started this year. As retiring as his brother is gregarious, Horace would like to be a painter and writer, but he stays in business to help his mother.

At present Madame is planning to launch a new venture with her husband, the Prince, just around the corner from the Rubinstein salon. This will tentatively be known as the Gourielli Apothecary. Here Madame plans to introduce, under the name of Gourielli, two new lines of expensive lotions, creams and perfumes, one for women and one for men. Ever on the lookout for new sales openings, she has lately been turning over in her mind the idea that perhaps the beauty business has exploited only half its potential market. "Men could be a lot more beautiful," she sagely observes.

If Madame's idea succeeds, U. S. males may soon be subjected to the same devastating sales and promotion technique by which the beauty business annually extracts an average of \$12 from every woman in the country. This technique is summed up by a piece of advice which Madame likes to give her sa'esgirls: "You have got to look right down into their pocketbooks and get that last nickel."

The full Rubinstein line numbers 629 creams, lotions, powders, rouges, lipsticks, nail and eye preparations, perfumes, colognes, toilet waters, soaps, masks and compacts.



3 out of 5

prefer the flavor of Beech-Nut Gum

100 out of 151 Lifeguards, who were interviewed in a recent coast-to-coast test, reported that they preferred the delicious peppermint flavor of Beech-Nut Gum.

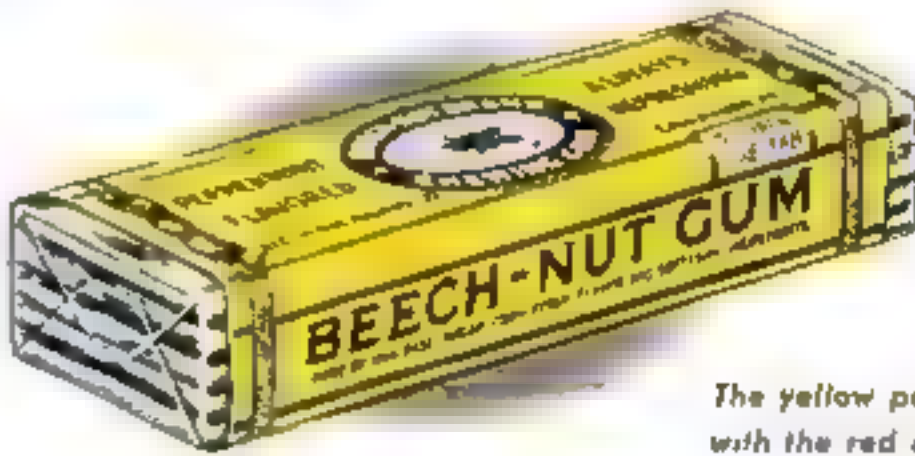
An independent fact-finding organization made the tests. Various brands of chewing gum of the same flavor were bought in local stores and identifying wrappers were removed. Each Lifeguard was given two

different brands (Beech-Nut and one other, both unidentified) and was asked to report which stick he preferred. 3 out of 5 Lifeguards said that they preferred the flavor of Beech-Nut to that of the other brands.

Find out for yourself how delightful chewing gum can be. Get a package of Beech-Nut Gum. The chances are you'll prefer it, too.



You, too, will sing the praises of Beech-Nut BEECHIES — those tempting squares of candy-coated gum. Peppermint, Spearmint, Peppermint, Peppermint, Peppermint.



The yellow package with the red oval...

Beech-Nut Gum
...with the preferred flavor

ROCKS

THEY ARE PRETTY AND DURABLE
AND THOUSANDS COLLECT THEM

A handful of Bostonians could think of nothing they wanted to do more over the Fourth of July holiday than go out to an old Vermont talc quarry and look for rocks. The picture below shows them pounding and pecking at the age-old stone. The color pictures on the following pages show the kind of things they were after.

Rock and mineral collecting—rocks are made up of minerals—is today a pastime that absorbs more than 10,000 Americans. Inexpensive to collect, rocks are instructive to study and pretty to look at. Though sometimes heavy and hard to lug around, they are very durable, little affected by time or weather, by bugs or blight. Collectors usually start out by picking up rocks

in their neighborhood and enlarge their field by gathering rocks when they go on trips or vacations. The longer they collect, the more special their interests. The well-known rock team of Carroll and Mildred Fenton, authors of *The Rock Book* (Doubleday, Doran \$6) collect rocks which bear the marks of wind, water or storms.

Collectors build up their hoards by swapping with each other, sometimes by buying specimens. They can start out by buying a dozen basic rocks for \$1, go on to more expensive items like those shown here in color. These are in National Museum in Washington, D. C., whose collection is probably the finest in the world.



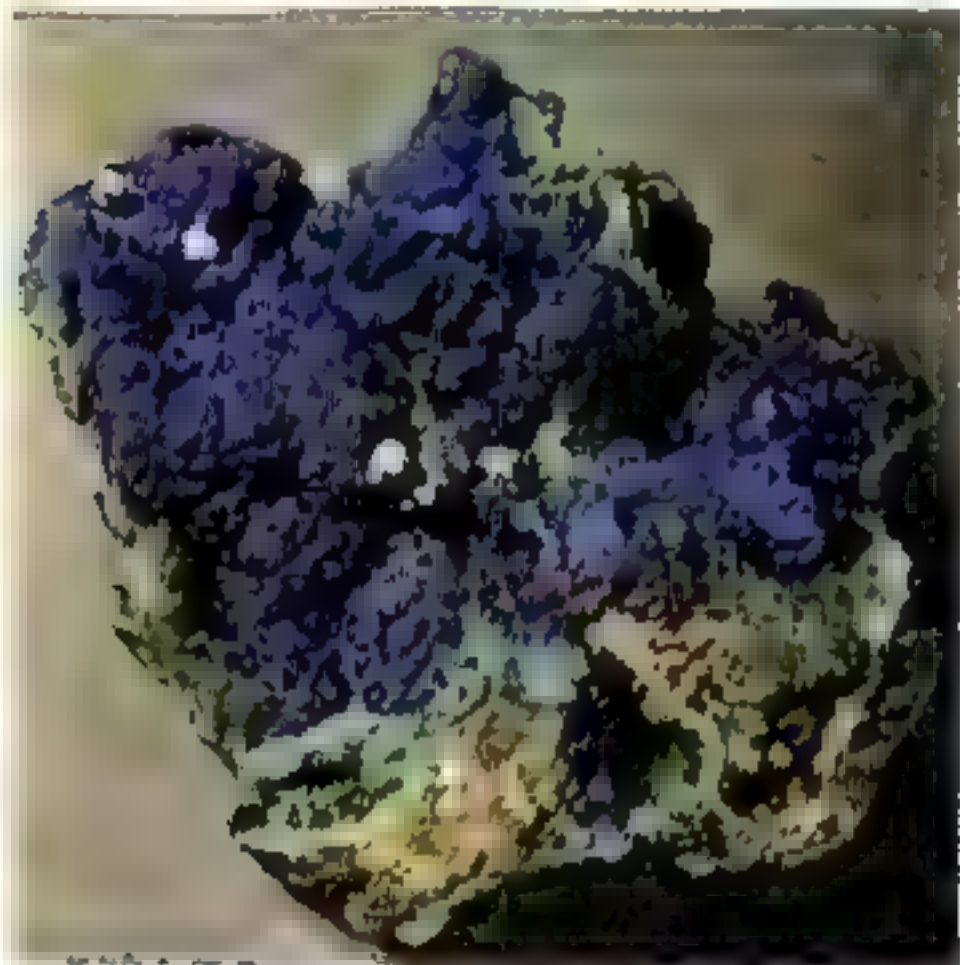
Members of the Boston Mineral Club spent a happy holiday in an old talc quarry in Chester, Vt., picking up some nice specimens of talc, pyrite and quartz. Rock collectors favor

old quarries and mines, or mine dumps where the rock is either exposed or already broken up. Where rock remains in big chunks, the collector has hard work ahead of him

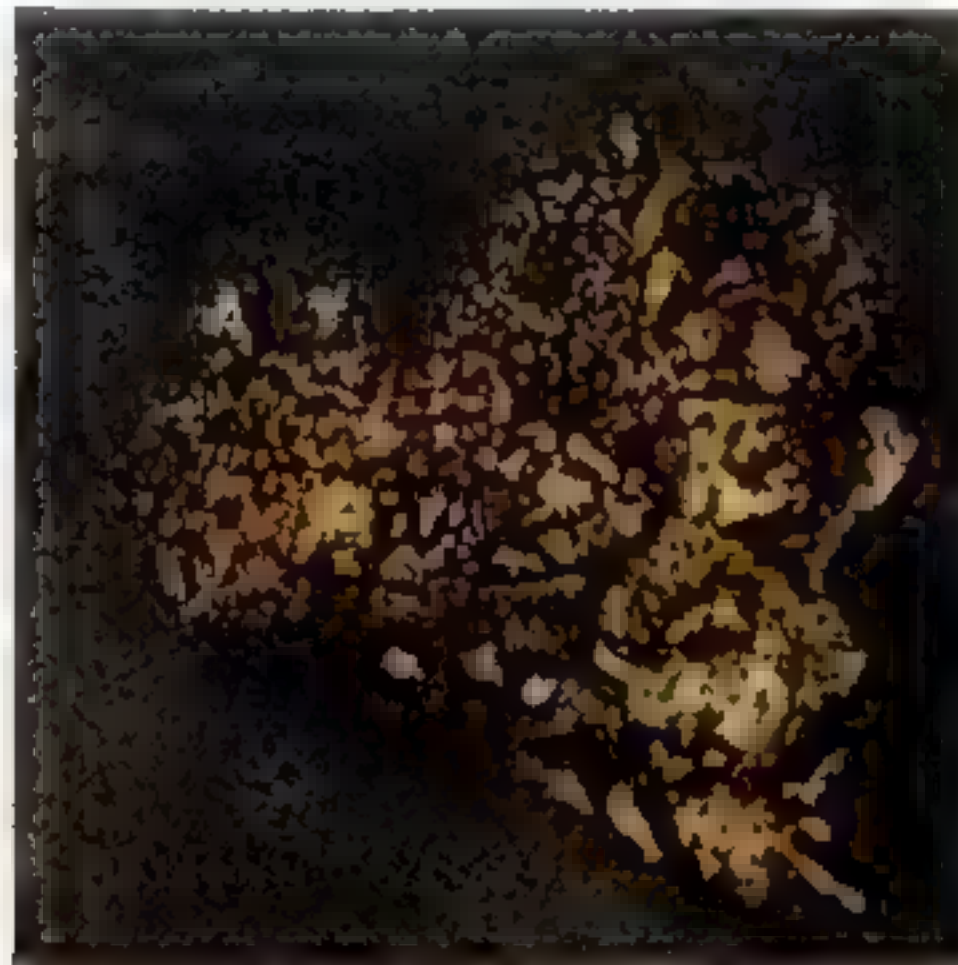
breaking off choice specimens with a sledge hammer and a sharp-pointed geologist's pick. Familiar with rock layers, experienced collectors know where to look for likely pieces



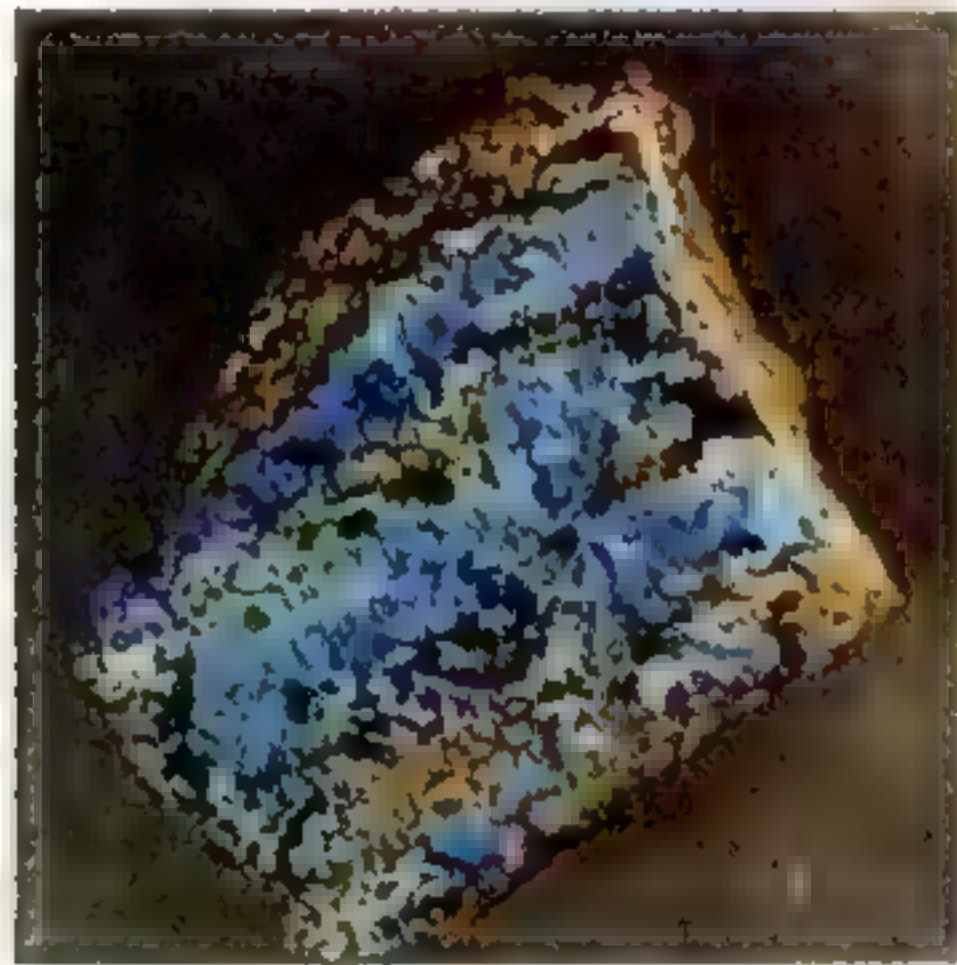
THIS LOVELY SPECIMEN OF BOTRYOIDAL AZURITE WAS FOUND IN ARIZONA. IT IS VALUED AT \$75. BLUE PORTION IS AZURITE, GREEN IS MALACHITE, BROWN IS LIMONITE



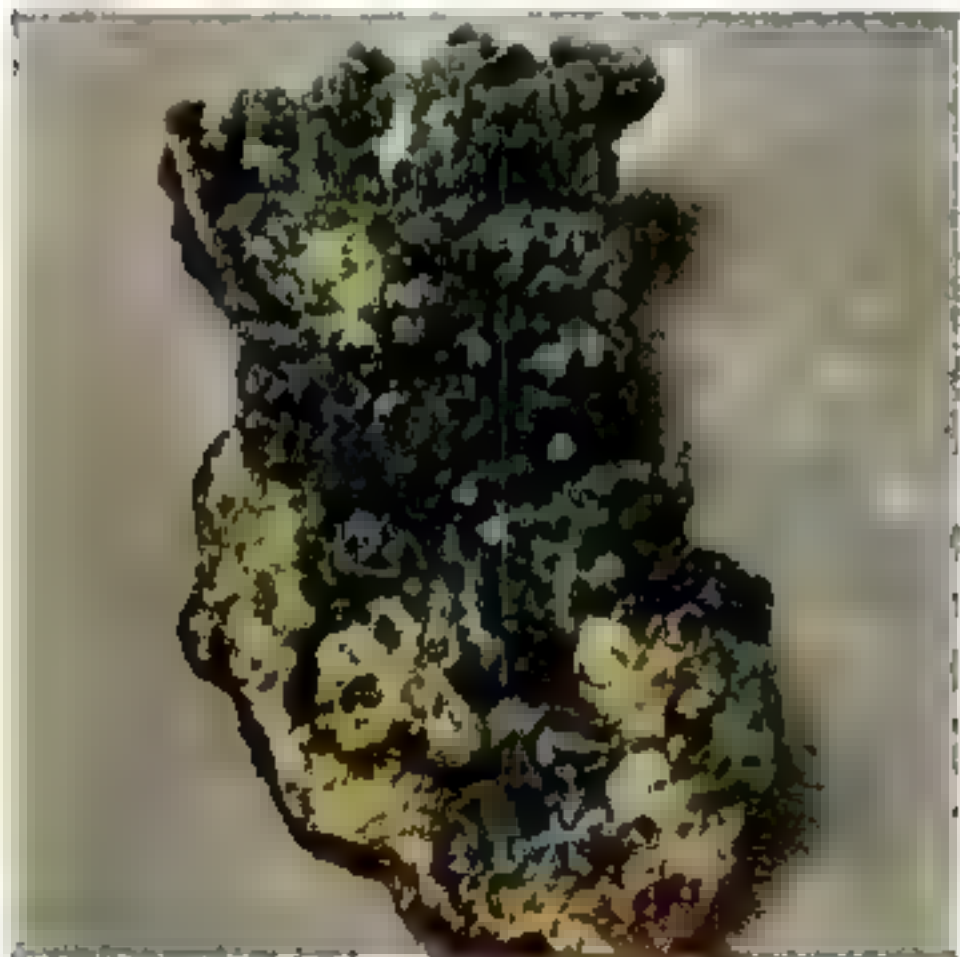
Azurite and malachite are often found together as they are in this \$3 Arizona specimen. Good malachite—particularly that found in Russia—is used in fine vases and art objects.



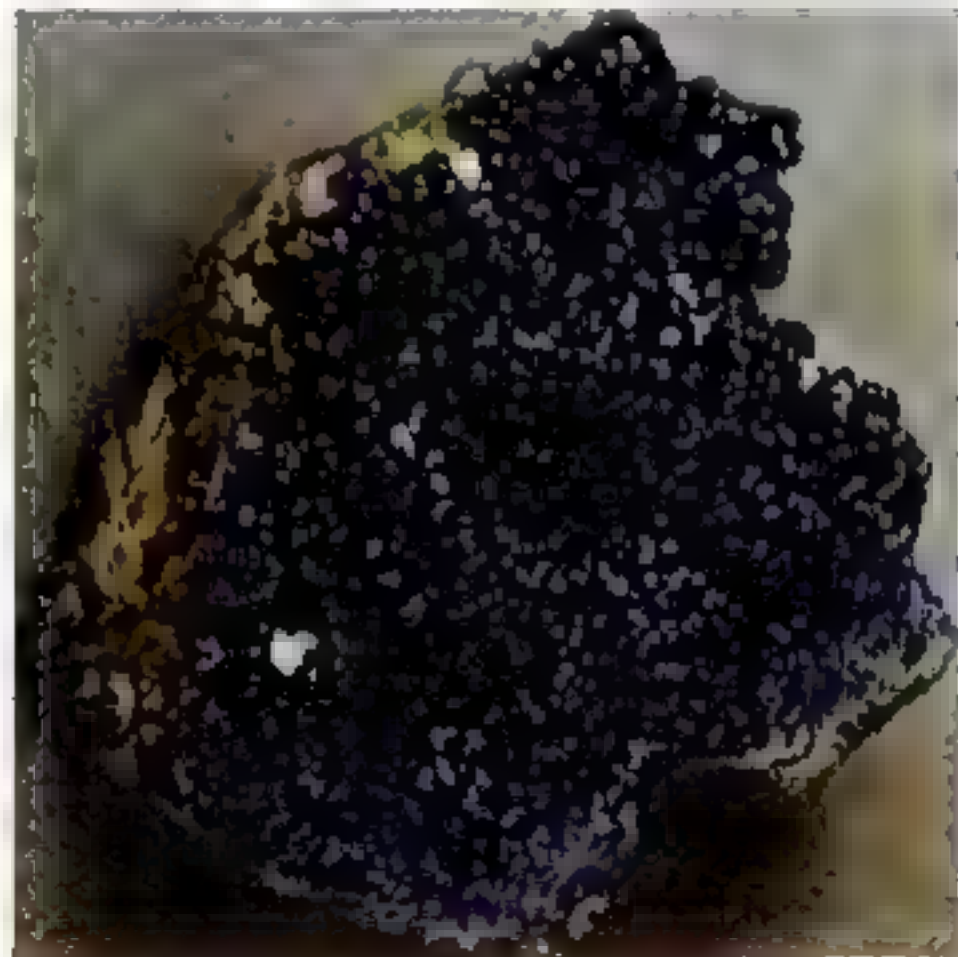
Native copper is one of the few minerals found in pure state in nature. This Michigan specimen is worth \$10. All of the minerals shown on this page are a form of copper.



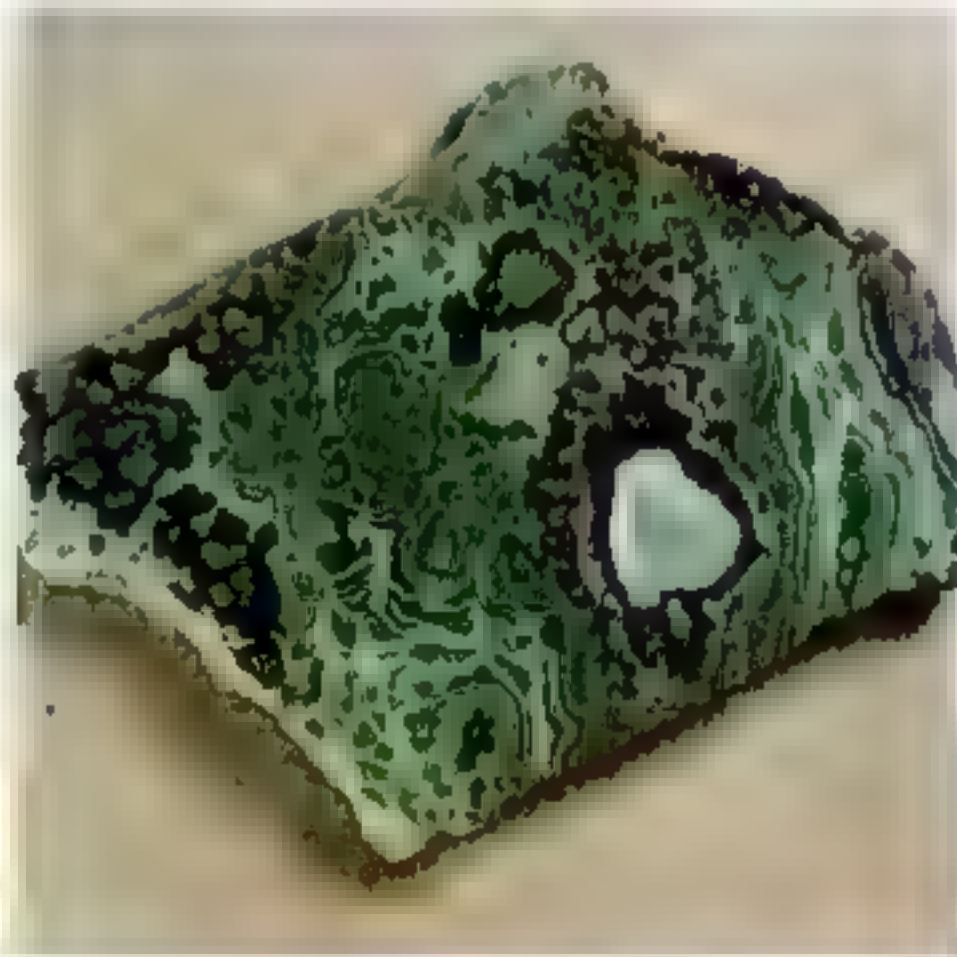
Aurichalcite is a copper ore which is a more important but is valued by collectors because, like all copper specimens, it has a wonderful color. This is worth \$5.



Malachite in this form is called "velvet malachite" by collectors who appreciate its soft beauty. This bubbly piece was found in an Arizona copper mine and would cost \$5.



Azurite in limonite found like this brings the high price of \$35. Azurite often assumes fruitlike forms. Specimen at top looks like bunch of grapes. This looks like blueberry tart.



Polished malachite and azurite takes on brilliant luster and grain which adds to its beauty and value. In this form it is often cut up and used as low-priced semi-precious stones.



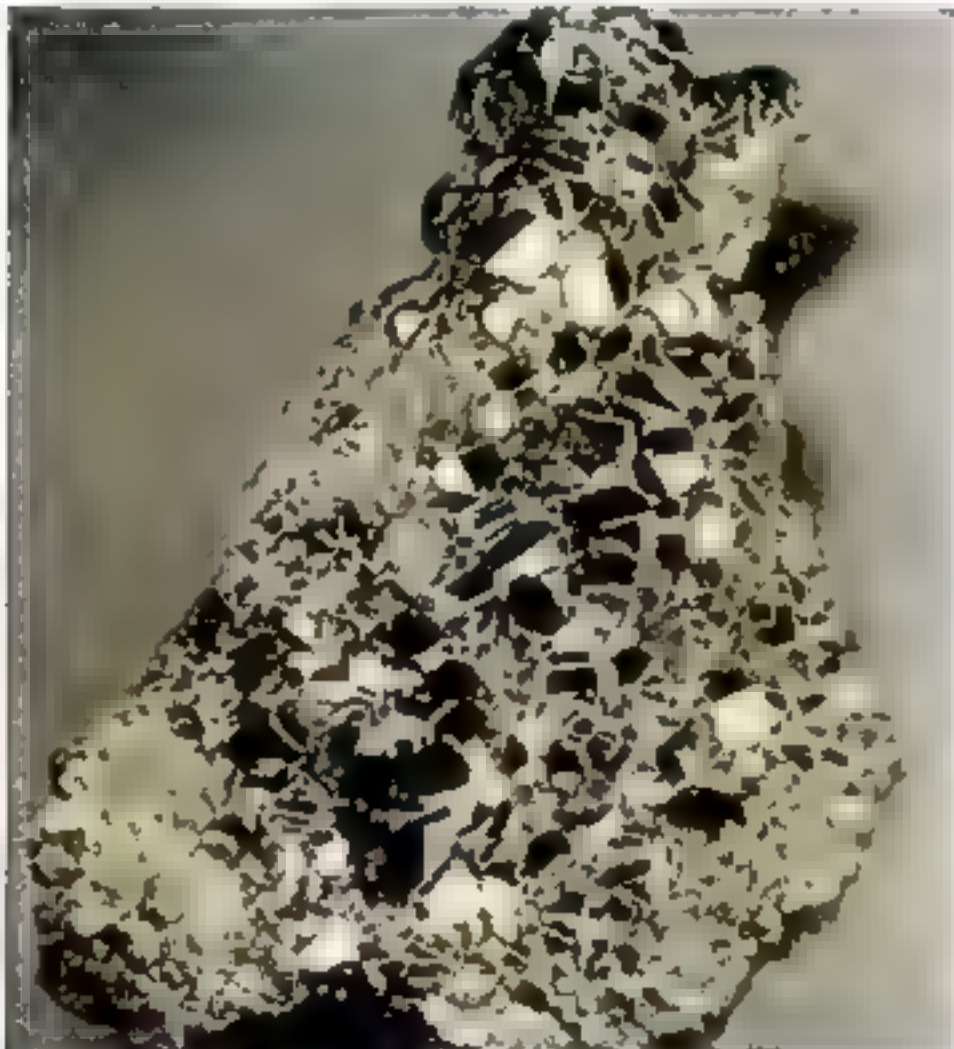
Rhodonite on calcite makes fine cabinet specimens. This one, which is worth \$20, came from Franklin, N. J., collectors' happy hunting ground. Rhodonite is a manganese ore.



Sodalite rock comes largely from Ontario although this was found in Maine. Related to lapis lazuli, it is sometimes used ornamentally and is also known as "Princessa Marble."



Peacock coal is given colored, not so plain, names. It is sneered at. A pretty piece like this brings only \$2. Coal gets its colors from flintlike arrangement of surface crystals.



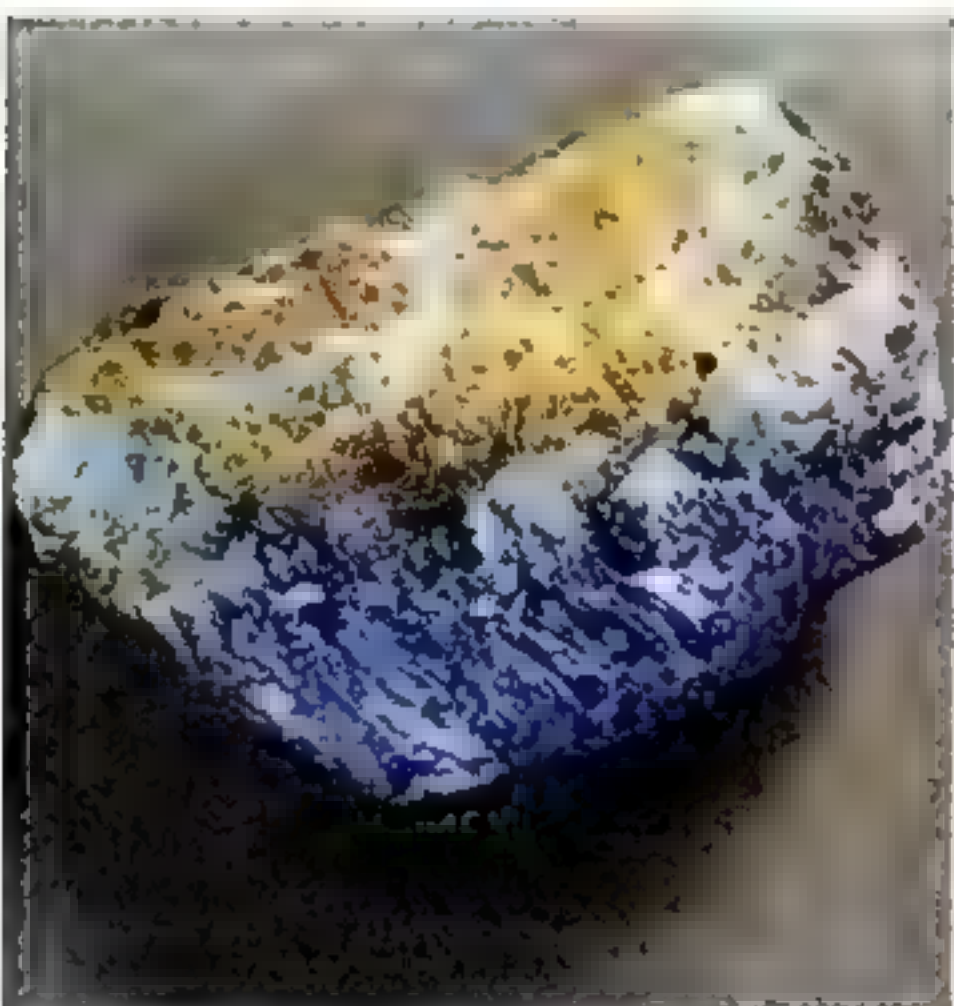
Iron pyrite is known as "fool's gold." In this pure state it doesn't look like gold and wouldn't fool anybody. But when scattered in bits through rock its glitter is very deceptive.



Asbestos is fairly easy to find in the United States. A good chunk like this, which was found in New Mexico, is valued at only \$2. The proper name for asbestos is chrysotile.



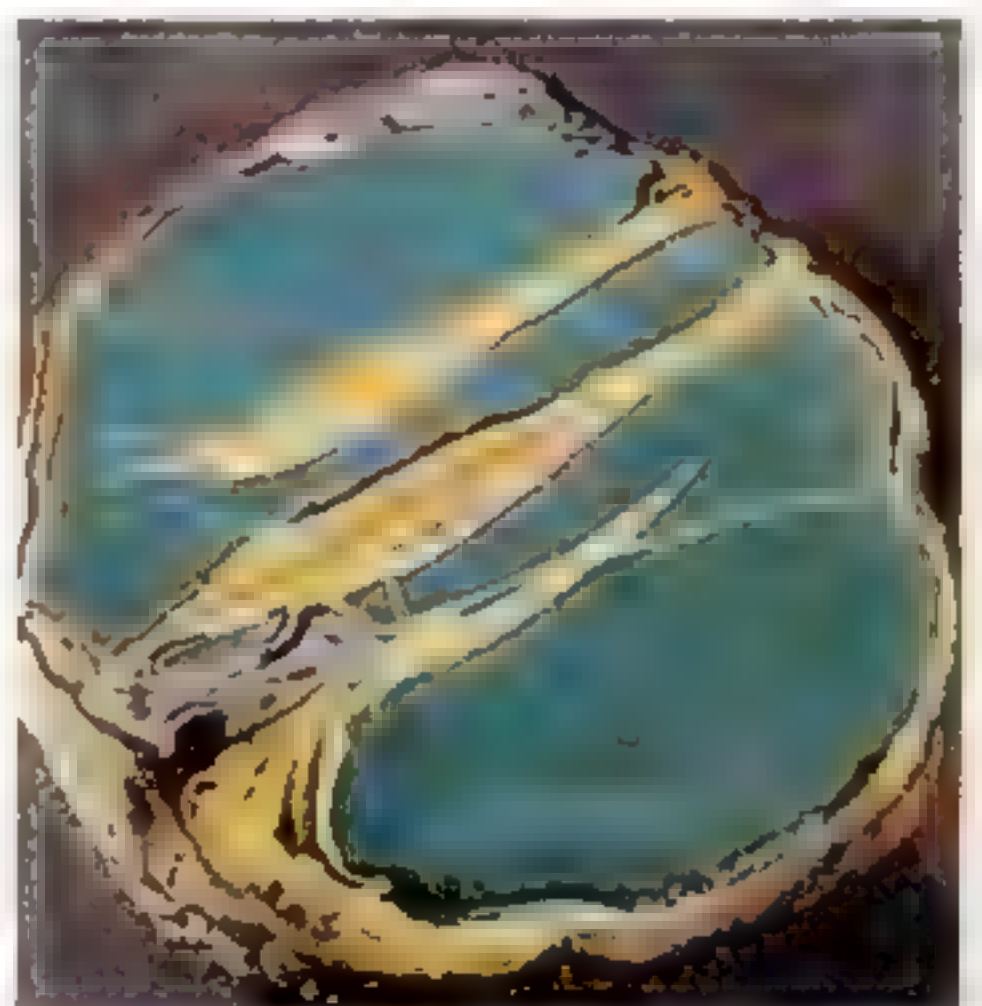
Limonite is common enough to be called "rust." It has been used only in the past as a pigment. Some countries, however, will pay only \$2 for a box price which was made in Colorado.



Chalcocite (above) is the common "blue stone" which dissolves in water and is used as an insecticide. Wulfenite, a red specimen of which is shown below, is source of molybdenum.

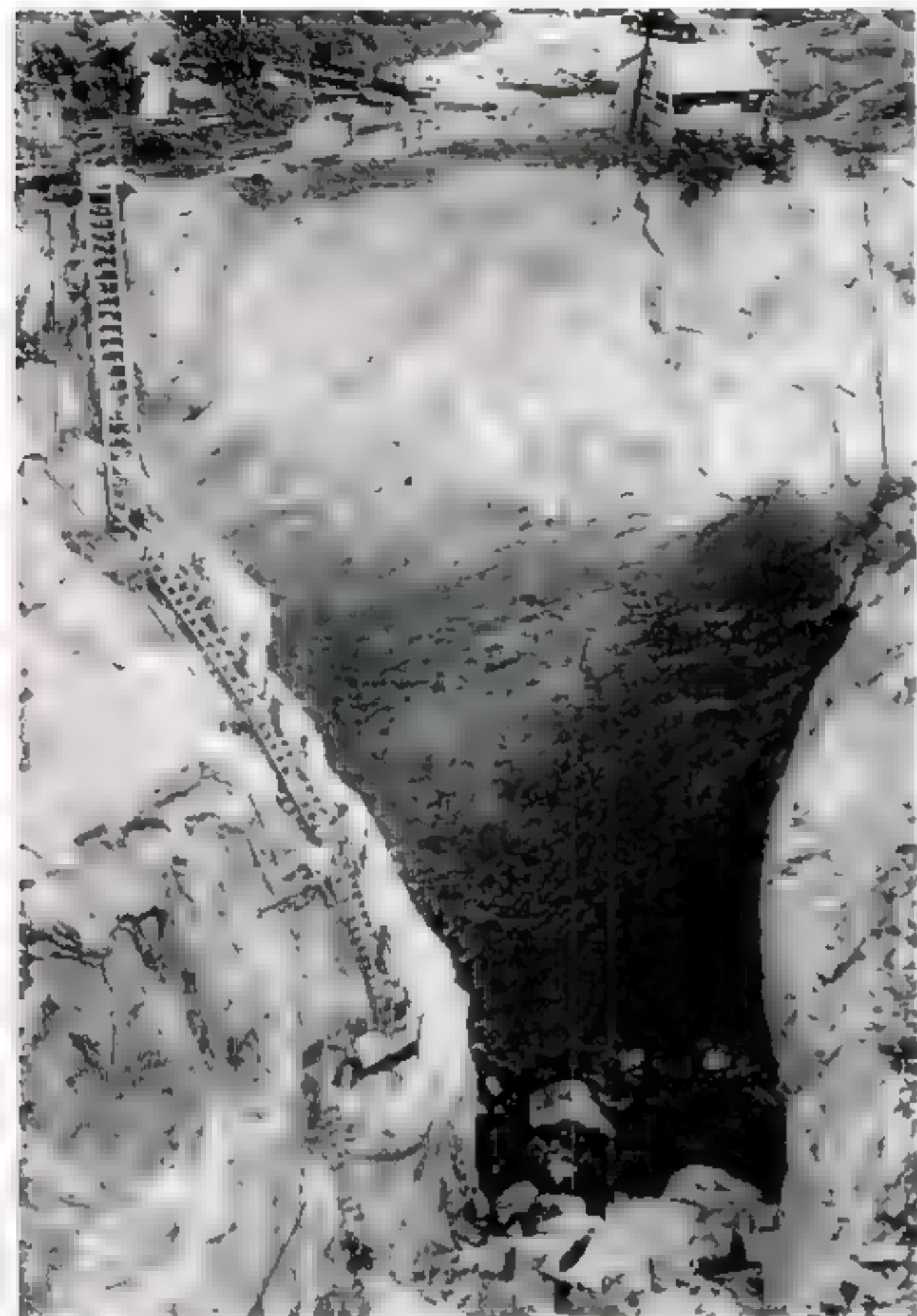


Microcline (above) used to be known as "Amazon stone" because it came from Amazon valley. Below is yellow wulfenite which is more common than the red form shown beside it.



Variscite, or Lanthanum phosphate, looks like turquoise which fooled Columbus. It is a common name. Its specimens come from Spain but this one is from Texas.





Down into the quarry go the Boston rock hunters—warily making their way by stair, ladder, and over broken rocks. Ascent with equipment and their newly found rocks was harder. Rock hunters travel hundreds of miles to grub around in this quarry.



A collector at home examines crystal patterns under magnifying glass. She is Mrs. Grace Dearborn, secretary of the Boston Mineral Club, who travels around lecturing to amateur rock lovers. She herself owns about 4,000 different pieces of rock.

WONDERS OF AMERICA *Famous Lake in a Lake*

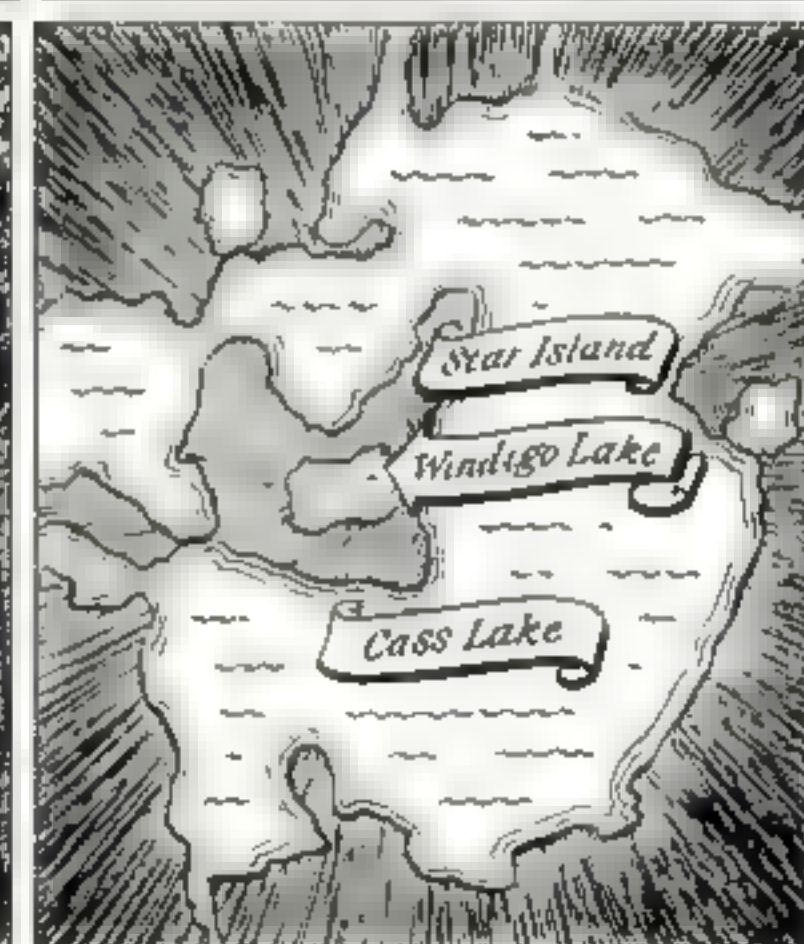
IN MINNESOTA



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED—**COOLEST OF ALL!**



YOU'D THINK THAT MYTHICAL NORTHWEST GIANT, PAUL BUNYAN, WAS IN OUR OUTFIT, THE WAY WE USE UP PRINCE ALBERT. IT SURE IS THE SMOKER'S DREAM OF MILDNESS, TASTE, AND AROMA.





WITH LIGHTNING CRACKLING ABOUT THEM, GEORGE RAFT AND EDWARD G. ROBINSON REPAIR HOT WIRES ON THE TOP OF A HIGH-VOLTAGE ELECTRIC TRANSMISSION POLE

MOVIE OF THE WEEK:

Manpower

Dietrich makes trouble for linemen

In *Manpower*, Warner Brothers set out to make a fast, tough picture about the workmen who, in storm and blizzard, scale high-tension electric poles to keep an uninterrupted flow of power surging across the country. The lingo of these linemen, called "squirrels," has a hard-boiled tang of its own. Their dangerous lives and the swift death that leaps at them in spurts of fire from high-voltage wires could create a native kind of drama unequalled for movies. Where, in *Manpower*, the men are shown at work, it does

What slows *Manpower* down to a routine Hollywood dogfight is its threadbare plot about a clip-joint bossess who intervenes between two rough and nearly pals. As the clip joint boss, Marlene Dietrich sings a husky song, crosses a pair of rifty legs, takes a bat in the chest and, as has become customary in recent pictures, gets slapped around. Most noticeable incident about *Manpower* is that the real fist fight when story pals George Raft and Edward G. Robinson had been two series on the Warner Bros. lot. LIFE, May 12.

A NAIVE TROUBLE-SHOOTER, EDWARD ROBINSON ASTONISHES BAD-GIRL MARLENE DIETRICH BY ASKING HER TO MARRY HIM WHEN HER FATHER IS KILLED BY A LIVE WIRE





The marriage ceremony is performed by a Justice of the Peace who is given \$2 to "splice a couple of hot wires." George Raft, who distrusts Marlene, is the best man.



Domestic life for Marlene and husband begins when the groom is carried home drunk after wedding. Next morning (below) Marlene's breakfast biscuits are a big success.



CONTINUED ON NEXT PAGE

and Mother, he says he loves my
"peaches and cream" complexion



Smart girls avoid unsightly complexion flare-ups caused by soap irritation. Thousands use mild, gentle Cashmere Bouquet Soap

AFTER the heartaches that go with soap irritation—a trouble recently reported by one woman out of two—what a thrill to find Cashmere Bouquet Soap may be your lucky skin care! So try the mild soap three generations of lovely women have found agreeable to sensitive skin.

Daily refresh and rejuvenate your tired complexion with the Cashmere Bouquet Facial.

First: Cream your face thoroughly with the mild, gentle

lather of Cashmere Bouquet. Work it gently, but well around large-pore areas of nose and chin.

Next: Rinse with warm water; then a dash of cold. Pat your face dry, don't rub. Now, skin is glowingly clean and refreshed.

For bathing too, the exotic lather of Cashmere Bouquet is heavenly. Leaves you scented all over with the fragrance men love.

Buy it today at 3 cakes for 25c.

Cashmere Bouquet
Soap



WITH THE FRAGRANCE MEN LOVE

*"As a dinner meat they're
a real winner!"*

says **MRS. JOE DI MAGGIO**

BOTH in the movies (she was Dorothy Arnold before her marriage) and in big league sports Mrs. Di Maggio has had a lot of experience recognizing winners. I'm not surprised that those new frankfurts are so popular," says Mrs. Di Maggio. "Their grand mild flavor makes a real hit with hearty outdoor appetites."

A dinner favorite with Mrs. Di Maggio: Swift's Premium Frankfurts with creamed mushrooms in crisp toasted bread cases or toast triangles, marsh potatoes, buttered spinach and a fresh green salad. Summer frankfurts 5 to 8 minutes and serve.



SWIFT'S PREMIUM *Tender* FRANKFURTS IN THE NEW LARGER "dinner" size

Made of fine meats
— skillfully seasoned



After all, the meats inside make the frankfurts Swift's Premium are made from juicy cuts of choice beef and pork, spiced according to a special Swift recipe.

Skins "tendered" in
pineapple juice



Not a trace of pineapple flavor remains but the skins couldn't be more delicately tender and still retain the rich, savory meat juices. This new method (patent pending) is exclusive with Swift & Company.



Smoked over fragrant
hardwood fires

In the aromatic smoke of real hardwood fires the tender juicy links are "done to a turn" — emerge a tempting ruddy brown, lusciously flavored "fit for a king!"



In 2 sizes... Swift's Premium
Seal on every fourth link



Spice-and-pan kitchens throughout the country also make many "SWIFT'S PREMIUM" table-ready meats: Meat Loaf, Braunschweiler, Cervelat, Luner Loaf, Bologna, Salami, Liver Cheese, Cheesemeat, Pot Roast of Beef, Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!

"Manpower" (continued)



Most battered woman of the movies is Marlene Dietrich. In *Destry Rides Again* she was played by Una Merkel. In *Seven Sinners* she was pummeled by Bronson Crawford. In *Manpower* she is slapped down steps by George Raft after he has paid her \$1

The ability to "take it" is built deep into a Ford

RIGHT FROM THE START, the Ford car has won a good reputation for its ability to go and keep going with minimum trouble or expense.

Today there are nearly 7 million Ford cars in service in America, of which close to 2 million are over 10 years old and still going strong, with another 2 million now 5 to 10 years old.

Partly, that record has been established as the result of the great number of Ford cars that have been built. But partly, also, it is a

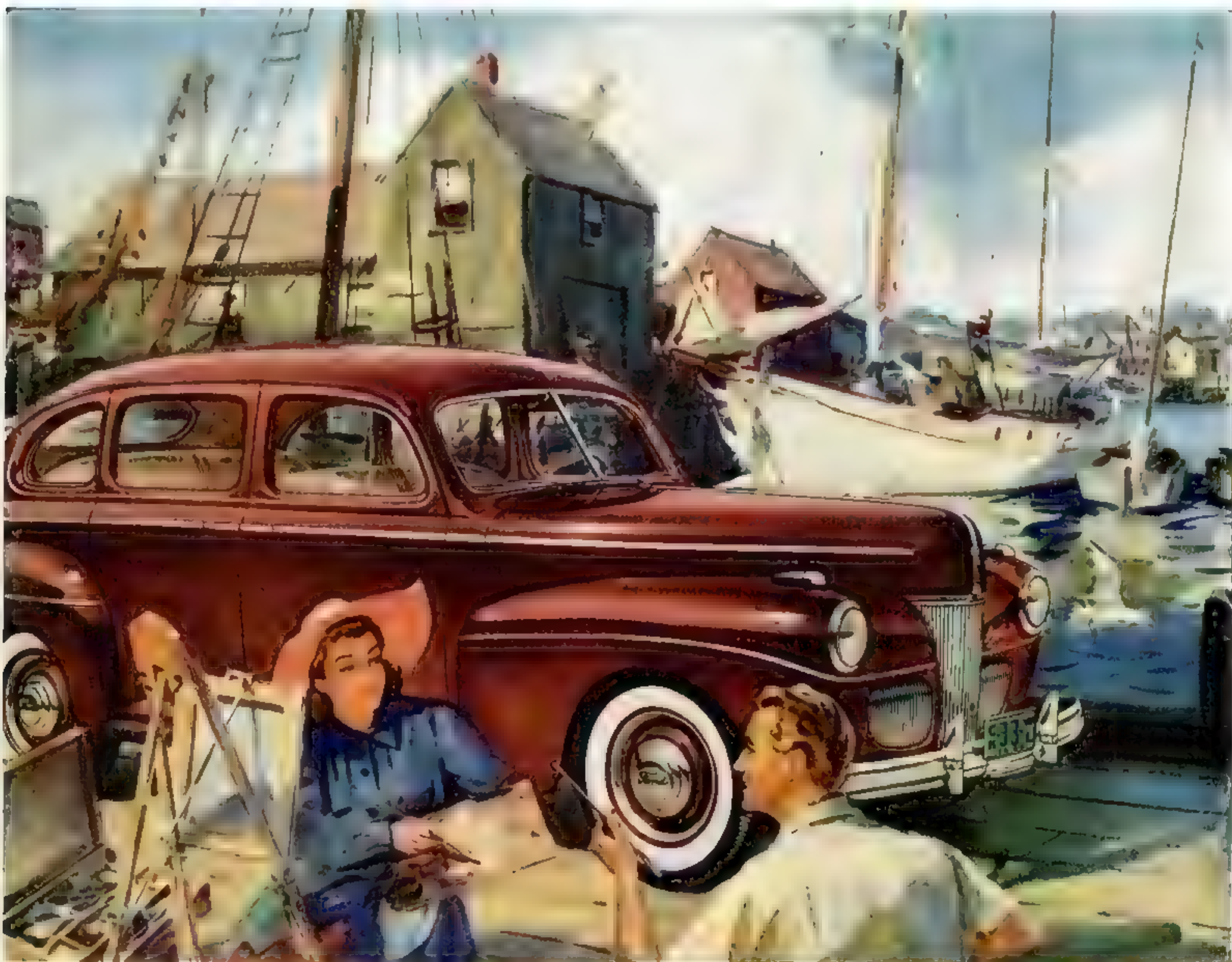
direct result of the *way* they have been built.

In its design, materials, and workmanship, the quality of a Ford car is calculated not only to please you as you buy, but to serve and serve you well far beyond the first year or two or three that you may drive it.

Naturally, we do not ask you today to buy a Ford just because it will last a long time. We invite you to compare our present car on the basis of whatever points you yourself set

greatest store by in selecting an automobile.

Choose for power, choose for style, choose for roominess, choose for riding ease. If you make your choice with care, you are pretty apt to wind up with a 1941 Ford. And when you do, you may feel sure that beneath the things you chose it for is that other thing that every Ford has had—the car is built to "take it" for a long, long time. If you own a Ford, time will prove the wisdom of your choice!



Some Ford Advantages for 1941:

NEW ROOMINESS. Bodies are longer and wider this year, adding as much as seven inches to seating width.

SOFT, QUIET RIDE. A new Ford ride, with new frame and stabilizer, softer springs, improved shock absorbers.

POWER WITH ECONOMY. This year, more than ever, Ford owners are enthusiastic about the economy and fine all-round performance of Ford cars.

BIG WINDOWS. Windshield and windows increased all around to give nearly four square feet of added vision area in each '41 Ford Sedan.

LARGEST HYDRAULIC BRAKES in the Ford price field give added safety, longer brake-lining wear.



GET THE FACTS... **FORD**
AND YOU'LL GET A



Something **NEW*** has been added!

Same familiar pack, but new Old Golds inside. The Old Golds your dealer has now are NEW Old Golds.



B *BLONDE, petite, and oh, so sweet! That's Betty in the picture—and she's mine. The girls in every other port can take a back seat now that something new has been added. And listen, maybe that cigarette you're smoking ought to take a back seat now that something new has been added to a great old blend.*

Try a pleasanter tasting cigarette! The new Old Gold—with an added portion

of a special imported tobacco! It's the crowning achievement of the firm with the longest tobacco experience—a blend of aromatic, luxurious tobaccos, aged patiently for years until they're mellow and right for you.

Light up—and taste the difference! Get more pleasure from your Old Gold now that something new has been added. Buy a pack today!

*** NEW**—A prized imported tobacco, from the eastern Mediterranean—a tobacco whose small heart-shaped leaves impart new life and zest to the famous Old Gold blend! So every moment you spend with Old Gold will be even more pleasant than before.

Lorillard Company America's oldest tobacco merchants—Established 1760

SUNTAN

VACATIONERS WORK HARD

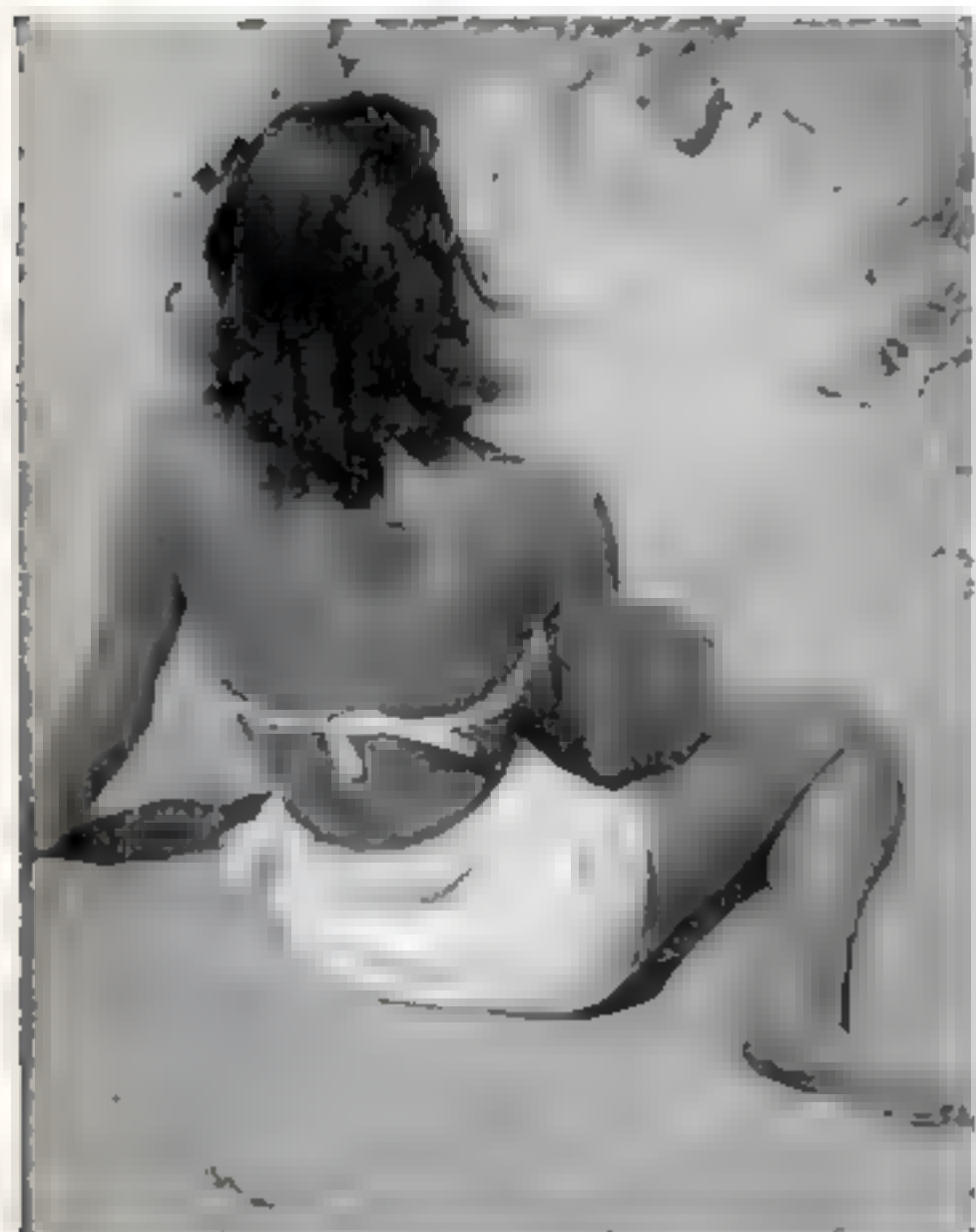
TO GET THE RIGHT SHADE

On days when the sun shines hottest, when every sane man and beast tries to hide in the shade, seaside resorts present the amazing spectacle of young vacationers sprawled out in the blazing sun. All of them are hard at work at the job of acquiring a deep suntan. No matter how great the heat and discomfort, a good tan is a vacation "must." In the young mind, male or female, the success of a vacation is measured in terms of the degree of tan acquired. A rich, all-over brown is prima facie evidence of having been places, plenty.

Cooking in the broiling sun is no fun. Furthermore, it's dangerous. Sunburn is a burn, with effects as

harmful as any other burn. Extensive sunning also produces scaly, wrinkled skin and a predisposition to skin cancer. Sane exposure to the sun's rays, however, is beneficial mostly because the sun promotes Vitamin D. On the first day, between 10 a.m. and 4 p.m., exposure should be limited to ten minutes. By using oils, creams and suntan lotions, exposure times may be prolonged. Pictures on page 58 show how to combine massage and exercises with oil applications.

Novel diversion among sun-worshippers is making tattoo-like marks on the skin by exposure to sun. The girl below shows four examples of sun-tattooing.



Sun-tattooing is a beach diversion. Stenciled initials set in heart, stuck to girl above, are cut from gummed paper.



Eagle, flag and other cut-out shapes, after half-hour exposure to hot sun, will produce markings in picture at right.





"He's making a list of all the cooling drinks you can make with duty-free Daiquiri Coctelera Rum."

"ALL-PURPOSE" is Daiquiri Coctelera Rum's middle name. Cuba Libre, Rum Collins, Rum Rickey, Daiquiri are just a few of the almost innumerable drinks that can be mixed with this delightful, delicious Puerto Rican masterpiece.

Generally considered one of the finest rums made, Daiquiri Coctelera Rum is not expensive. Because Puerto Rico is a U. S. possession, you pay not one cent of duty. Try it—soon!

DAIQUIRI
COCTELERA
RUM

Either "White" or "Gold." Both 86 proof
Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Distributor



Join the World's Top-Ranking After-Shave Club



JUST sign your name below and mail us this advertisement. We'll promptly send you a generous trial bottle of Aqua Velva. It is the world's most popular after-shave

lotion, enjoyed by many distinguished men.

Cool as the March wind, Aqua Velva is a rousing finish to your shave. And it leaves your skin feeling softer and smoother. Pleasantly scented. Electric shavers use Aqua Velva before and after shaving for better results.

Address: The J. B. Williams Co., Dept. CA-12, Glastonbury, Conn.—makers of fine shaving preparations for over 100 years. Offer good in the U.S.A. and Canada only.

A FEW OF THE MEMBERS

<i>George Fiddling Elton</i>	<i>Benjamin Mandelstam</i>
<i>Louis Calhern</i>	<i>Norman Rockwell</i>
<i>Dwight Dyer</i>	<i>Lucius Barber</i>

Your name _____

Street _____

City _____

SPECIAL OFFER FOR LIMITED TIME! Get free a 25¢ package of Williams bonded-on-leather Razor Blades—with each purchase of a 5-oz. or 11-oz. bottle of Aqua Velva. AT YOUR DEALER'S.



White streaks where bra crosses back will look like a scar when this sunbather gets into a low-back evening gown. Shoulder straps and jewelry should also be avoided.



Aluminum-coated cardboard screen reflects the sun's rays to part of body where the deepest tan is desired. While this bather is tanning back, face also gets extra dose



THOSE WHO SLEEP IN THE SUN SHOULD BEWARE OF THESE DANGER SPOTS



Ideal way to suntan, esthetically, is to expose entire body. Many beach clubs have ladies' courts. Body should be thoroughly oiled, clock set to go off in ten minutes.



Top side, well greased, should also be exposed only ten minutes on first day. Cover eyes with blobs of cotton soaked in diluted witch hazel to avoid sunglass markings.



SHOULDERS, SEAT, BACK OF KNEES, SOLES OF FEET SHOULD BE COVERED

CONTINUED OF NEXT PAGE

MOMMY! RASH SEASON'S HERE! SO BE CAREFUL! WASH MY SHIRTS WITH **PURE IVORY FLAKES**, AS VANTA ADVISES!

Vanta's hot weather warning: "Take care that baby's skin is not irritated by alkalis often left by strong soaps . . . wash *all* his clothes with Ivory Flakes, the flake form of baby's own pure Ivory Soap!" Do you know that VANTA's famous baby shirts come in more than 50 different weights? Vanta-Lin (mercerized cotton and linen) shirt, popular price.

VANTA, famous for baby things, advises you to wash everything that touches baby in pure, gentle **IVORY FLAKES**

NEW! DOUBLE-QUICK!
DISSOLVE TWICE AS FAST!

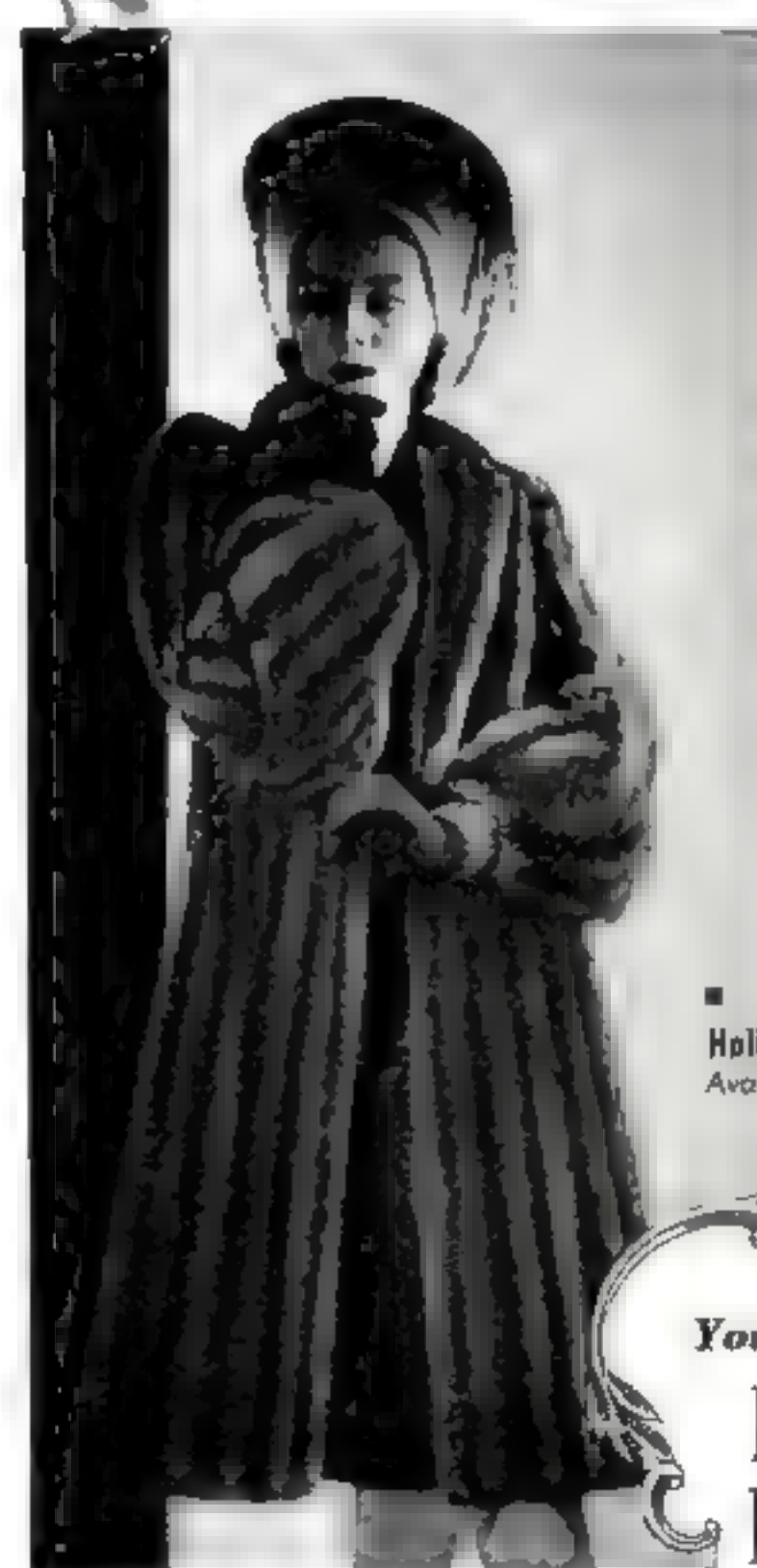
Some blue box—
No extra cost!

99 4/100% PURE

IVORY FLAKES

For Safe washing of fine things...

NO NEWS! ... Clever women already know this way to buy furs wisely



It's This: If you have a fur coat that's given you exceptional service, look on the back of the pelts. See if you, too, don't find there the famous Hollander stamp—unfailing guide to long-lasting loveliness.

WHEN YOU BUY NEW FURS this August, your furrier will gladly show you the Hollander mark on tag or label. The price of furs depends on quality of skins and workmanship. But, pay much or pay little, the Hollander mark is your assurance of enduring color and luster. It says, "These furs will keep their beauty longer."

Hollander Mink-blended Muskrat
Available in wide or narrow stripes.

You'll find the **HOLLANDER** mark on **FURS** that keep their beauty longer



A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**It Needs No Brush
Not Greasy or Sticky**

Modern life now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like your wife's "vanishing cream"—not greasy or sticky

BUFFER BETWEEN BLADE AND SKIN

You first wash your face thoroughly with hot water and soap to remove grit and oily sebum that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider forms a protective layer between the edge of your blade and the sensitive surface of your skin. It enables the razor's sharp edge to remove each completely softened whisker at the skin line *without scraping or irritating the skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

TRY A TUBE AT OUR EXPENSE—We're so positive that Glider will give you more shaving comfort than anything you've ever used that we'll send you a generous tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. Just send your name and address to The J. B. Williams Co., Dept. CG-13, Glastonbury, Conn., and we'll send you a tube of Glider. On this **FREE** trial test, we rest our case entirely. Don't delay—send in a penny post card today for your free tube of Glider. Offer good in U. S. A. and Canada only.

Ernest B. Hurlburt
PRESIDENT

Suntan (continued)

HOW TO EXERCISE WHILE APPLYING LOTION



JULIE GETS FACIAL WITH SUNOIL



MINT TRIMMEL MASSAGE ON NECK



OIL FOR ELBOW, EXERCISE FOR ARM



SMEARING BACK ALSO EXERCISES ARM

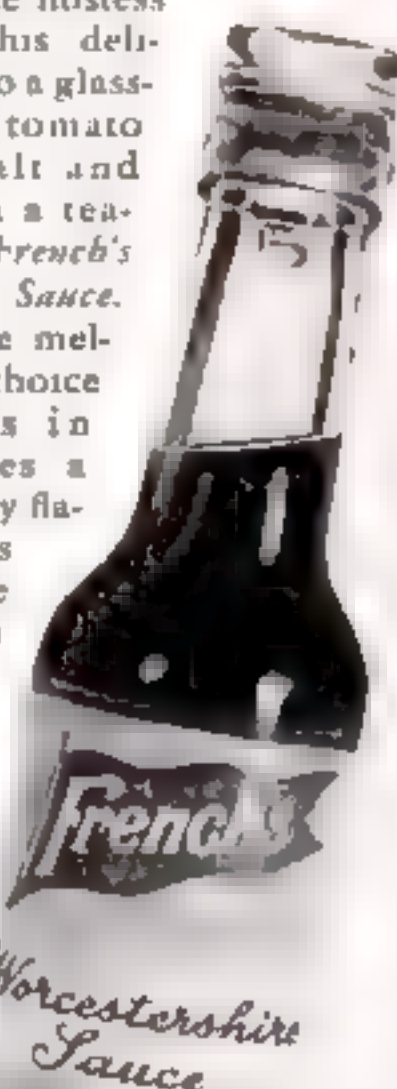


BY OILING LEGS LIKE THIS, JULIE DOES WAIST-REDUCING EXERCISES



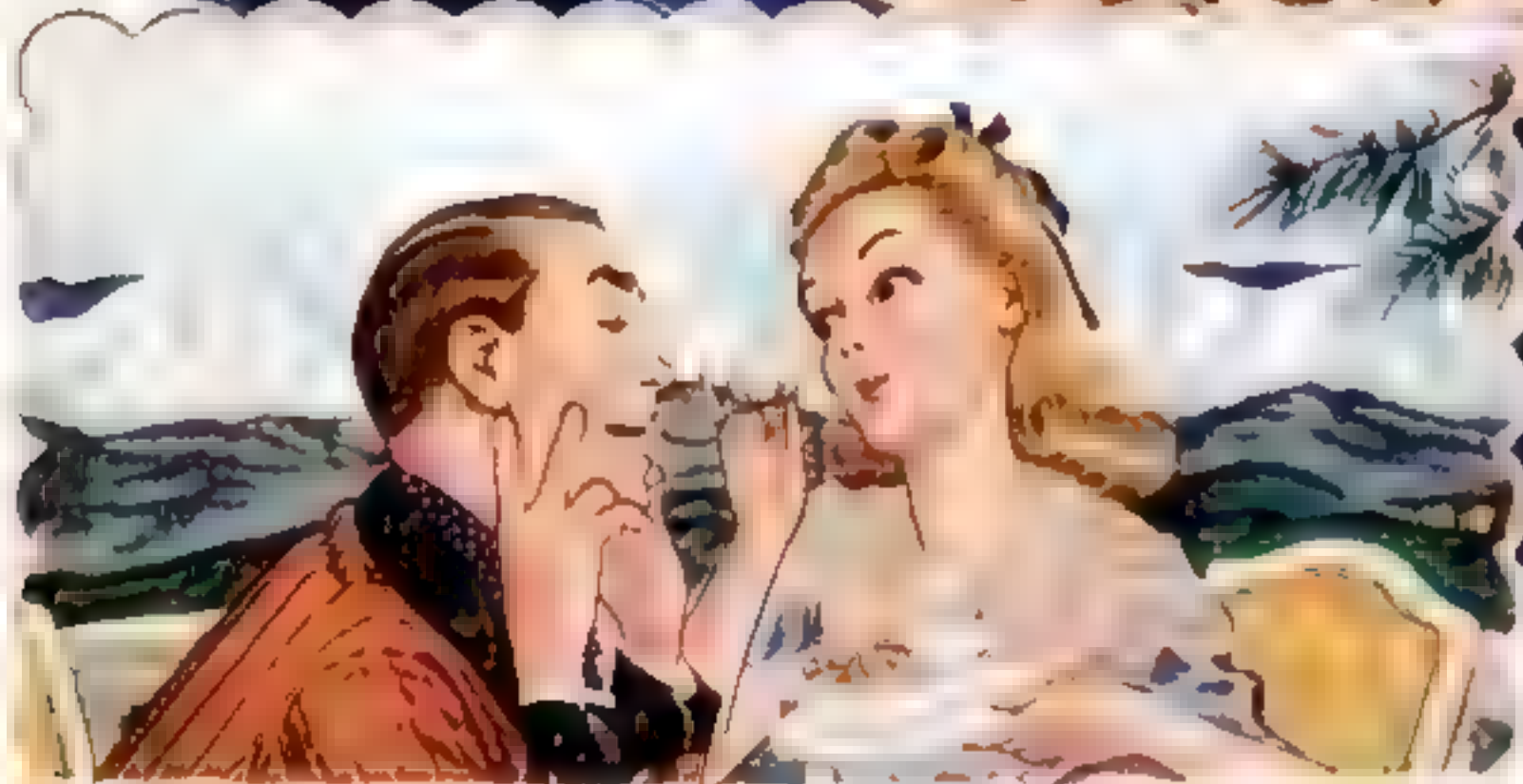
NEW TOMATO JUICE COCKTAIL MADE WITH FRENCH'S

You'll toast the hostess who serves this delicious drink! To a glassful of plain tomato juice add salt and pepper—then a teaspoonful of French's Worcestershire Sauce. Mix well. The mellow blend of choice ingredients in French's gives a grand rich, racy flavor. French's is perfect to serve with meats and gravies, too!



TOP-NOTCH
QUALITY
AT HALF
THE
PRICE





Sparkies & Peaches GO ON A HONEYMOON!

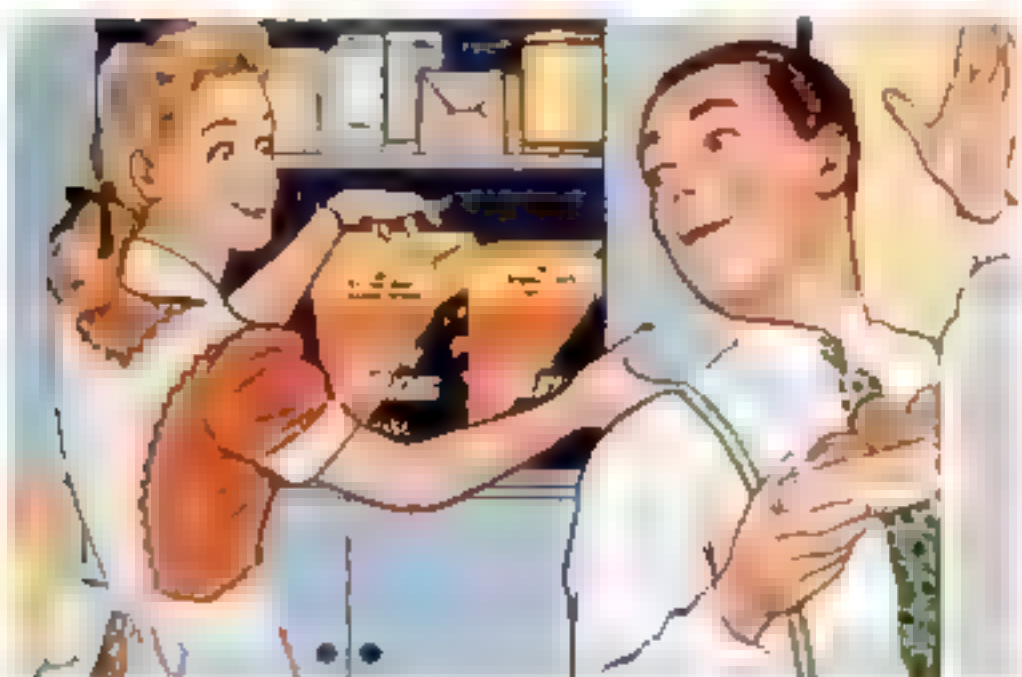
1 Don't Look Now, but we were followed on our honeymoon by Quaker's choice Wheat and Rice Sparkies! I asked one Bill to look after me—but when I asked for Sparkies with peaches... who would it be?

They're an ideal couple—just like us. And Bill was so proud of me when I could actually show him, on our drive home, that our favorite crispy Sparkies do have a marvelous new health bonus of extra vitamins...



2 We Saw That Miracle—Cedar Rapids, when we saw the wonderful "Vitamin Rain" machine. That's the new miracle process that showers Sparkies with Thiamin (B₁), the

"spark plug" vitamin everyone needs to release vital energy. So when I stepped in it was so new and so wet, when Bill lifted me over his own shoulder, my arms held boxes of Sparkies!



3 First Breakfast At Home... "and drink up that glass of milk!" said I... "Because Sparkies plus Peaches plus Milk give you nearly half your minimum daily need of vitamins A, B₁, C, D and G!" "Five Vitamins!" cried Bill... "Am I being taken care of, or am I being taken care of right?"



4 My New "Mrs. Nextdoor" is even more enthusiastic about Sparkies than we are! "My youngsters love them," she says—"and, of course, every step of a child's growth and development calls for vitamins a-plenty!" So take this tip from a bride—order Wheat or Rice Sparkies for your family today!





YOU'VE SEEN MOVIES of polo games—how those ponies race, turn, *get away fast!* That's the quick action you want when you drive.

And you'll get it with Mobilgas!

Mobilgas is absolutely unsurpassed in all-around performance by *any other* regular-priced gasoline.

Millions of people, probably many of them your neighbors, have made it America's favorite gasoline. There's the finest proof that Mobilgas—at the Sign of the Flying Red Horse—will deliver the gasoline performance you want.

SOCONY-VACUUM OIL COMPANY, INC.
and Affiliates: Magnolia Petroleum Co.,
General Petroleum Corporation of California



Mobilgas

SOCONY-VACUUM

**"I could use that
Red Horse Getaway!"**



SINGAPORE

BRITAIN'S FAR EASTERN FORTRESS



THE PAN AMERICAN CLIPPER "CALIFORNIA" LANDS AT SINGAPORE ON ITS FIRST REGULAR FLIGHT. UNDER WING AT LEFT, BANKE; RIGHT, ST. ANDREW'S CHURCH

Photographs for LIFE by Carl Mydans



The hot sunlight of Singapore throws sharp shadows from tropical shrubs of Singapore tin king, Joe Davul, who keeps up this magnificent stone estate in the suburbs

The stone skyline above, behind the Pan American Clipper *California*, is 8,000 miles from California but the U. S. could not now survive industrially without it. It is Singapore, now Britain's most powerful fortress, and from it the U. S. gets nearly all its rubber and tin. Just in case Japan tries to cut off this rubber and tin, the U. S. Government has now ordered from Singapore and the Indies a reserve supply of 75,000 tons of tin and 250,000 tons of rubber. In case of war with Japan, this vital supply line must be defended.

Singapore amazes the tourist not because of the vanishing vice still celebrated in the movies but because it is a large British city only 80 miles north of the Equator. The jungles march down to the island itself, clipped and controlled by the white men from the British Empire. The sun has a white blazing quality, throwing sharp patterns of light and shadow. Fine beads of sweat are the customary dew on every face in Singapore 365 days a year.

The current battle for the world has spotlighted no single place so crucially. So long as Britain holds Singapore, the Indian Ocean is a British lake. Just so long, Britain and the U. S. and their allies hold nearly a world monopoly of rubber and tin and can cut off Japan's supply. If Singapore falls, the Philippines, the Netherlands Indies, Australia, India, China and Africa fall too. Singapore is in fact the key bearing on which revolves the survival of half the free world.

This frightening responsibility has whipped hot, languid Singapore into a year and a half of frantic armament. A tolerant, Free Trade city basking in the shadow of the British Navy, it had never worried before. But in the 18 months Britain has poured soldiers, planes, tanks, ammunition and supplies into Singapore. For the first time in Singapore's history, it is not only a commercial crossroads on the map but a fighting fortress. The great coastal guns now fire practice rounds constantly. The jungles that surround Singapore teem with crack Australian, British and Indian troops. Planes pour into Singapore from the U. S.; men and ammunition from Australia.

On the following pages LIFE examines the new Singapore, its self-made men, its magnificent stone impression, its ruling whites and working Chinese, its wealth of tin and, above all, its defenses. On Singapore depend enormous stakes. What has been happening in Singapore is of vital importance to citizens of the U. S. and Japan.



SINGAPORE'S MOST PICTURESQUE MILLIONAIRE SELLS HIS PATENT MEDICINE UNDER CLOCK TOWER



STONE DEER AND FANTASTIC PLASTER NIGHTMARES COVER THE FAMOUS



Tiger Balm King, Aw Boon Par, poses happily on his incredible Singapore Island estate, fanning the railings that look like plaster grapefruit. He lives here on estate.

SINGAPORE IS MODERN CITY

Singapore is a city for the rich. The wealth of the world's tin and rubber pours through it. But the most picturesque rich man is neither a white man nor a tin king. He is a Chinese manufacturer of a patent medicine called Tiger Balm which is sold all through the Indies as a cure-all. The Tiger Balm King is Aw Boon Haw and his brother is named Par. Their flamboyant estate outside Singapore is named Haw Par Ville (Chinese first names come last). Aw Boon Haw is a joke in Singapore but his name is revered in China's capital of Chungking to which he has sent large amounts of cash for the war against Japan. He drives a tiger-striped car to advertise his balm and is suspected of all kinds of illicit enterprises.

The white men in Singapore are not so garish as the brothers Aw but most of them are



Singapore schoolchildren, subdued by unreal magnificence of the Tiger Balm Kings' Singapore estate, trail through the magnificent landscaped grounds in awe. This tour is a standard treat for Singapore schoolchildren.



SHOWPLACE OF THE TIGER BALM KING 8 MILES OUTSIDE SINGAPORE CITY. VISITORS ARE WELCOME

OF SELF-MADE MILLIONAIRES

also self-made. Singapore is a made city, created on a hot, steaming malarial island by the late great self-made Englishman, Sir Stamford Raffles, in 1818. Today that brilliant onetime clerk is celebrated all through Singapore (*see right*). The city has long since ceased to be the wicked city of waterfront dives of the movies. Since the white men's wives arrived after World War I, it has gone respectable. The yellow and brown people (75% Chinese, 12% Malayan, 8% Indian) go to three innocent, well-policed amusement parks called the Happy, the New and the Great Worlds. The whites (1.5%) listen on Sunday night to regimental bands playing ancient jazz and folk songs at the Raffles Hotel. The whites work in the impressive modern city shown at the right and live in the suburbs in cool high-built houses.



Pagodas and castles painted in bright colors on estate of Tiger Balm King are gravely inspected by children. The brothers have also perfected plaster trees and shrubs that look natural, tile dragons and wild animals.



Raffles Hotel, once most luxurious but now somewhat ramshackle, is Singapore's smart meeting place, famous for curries. The elite dance under roof in foreground.



Raffles Statue, raised in 1918 on centenary of Singapore's founding, stands before City Hall in semicircular arcade. At right are the cricket club and Supreme Court.



Raffles Place (*above*) is the heart of town. Most whites own cars. Below: brown and yellow students of Raffles Institute drill on park just north of the City Hall.





AFTER THE TIN-RICH DIRT IS DUG OUT OF THIS HUGE HOLE AND CARRIED AWAY ON RAILWAY TRACKS (CENTER AND LEFT), THE SIDES ARE TERRACED AND PLANTED IN GRASS



WORKERS LADLE TIN FROM SMELTING FURNACES

TIN MAKES SINGAPORE RICH

The wealth of Singapore is tin and rubber. Out of the back country of Malaya comes 30% of the world's tin production. So vital is this to the U.S. Government that it has bought from Malaya and the Indies 75,000 tons of tin as a war reserve, of which nearly all has been delivered, most of it in U.S. ships because of the British ship shortage. The pictures above show two ways of yanking the tin ore out of the Malayan jungle. The Phoenicians mined tin in Malaya as early as 1,000 B.C. The Chinese revived the Malayan tin mines a century ago, produced 80% of

Malaya's tin as late as 1912. But now white men do nearly 70% of the business.

The biggest mines are the dredges, shown at top right. They are planted in water-filled holes in the jungle. The bucket belt digs away the jungle at one end, dumps the waste dirt out at the other end. Thus the hole simply moves across the landscape with the dredge as it goes. Running water washes the tin-rich dirt down through jiggling sieves. Waste water pours back into the hole. Most efficient of the dredges are owned by U.S. mining companies, such as one shown here.



LINE OF RE-INFORCED MANGANESE STEEL BUCKETS DIGGING FOR TIN DIRT IN U.S.-OWNED DREDGE MINE AT KUALA LUMPUR STOPS FOR CLEANING AND INSPECTION ONCE A DAY

AND U. S. DEFENSES STRONG

The mine at top left is one that does not use water. The dirt is loaded into cars and hauled away to the sluicing operations. The pits are in terraces which are planted in grass to prevent erosion. There are also gravel pump, hydraulic and underground mines, as well as little Chinese prospectors with pans. All together, they export 185,000 tons of tin last year, a big jump caused by the U. S. defense program. Biggest company is London Tin Corp. which mines 18% of world production.

The ore, sifted to 95% purity, is shipped in bags

to two huge smelting companies, one in Penang, the other on an island off Singapore. Chinese and Javanese do the smelting. The 99% pure ingots seen at the right are the result.

In contrast to the dirty business of tin mining, rubber, Malaya's other big industry, is perhaps the cleanest industry in the world. Produced like tin on the cultivated west coast of British Malaya, it totals over a third of the world's rubber production. The U. S. Government has ordered an emergency reserve of 330,000 tons of rubber, now half delivered.



TIN INGOTS ARE PILED ALONG PENANG DOCK



Chinese shopkeeper makes his steady \$1,000 a year. He has come from China, plans to go home to China. He may not spend his whole life in Singapore but he feels no loyalty. In the back

room behind every such shop hangs large color portrait of Chiang Kai-shek and the Government. Every Chinese contributes dollar per month to carry on the war against Japan.



Café society in Singapore is represented (from left) by Mrs. Timothy Marriott, dancer at the Cathay Cafe, R.A.F. Officer

Stephen Bull, Mr. Marriott, and Mrs. Leon Britton, wife of RKO agent, relaxing at Sultan of Johore's swimming party.



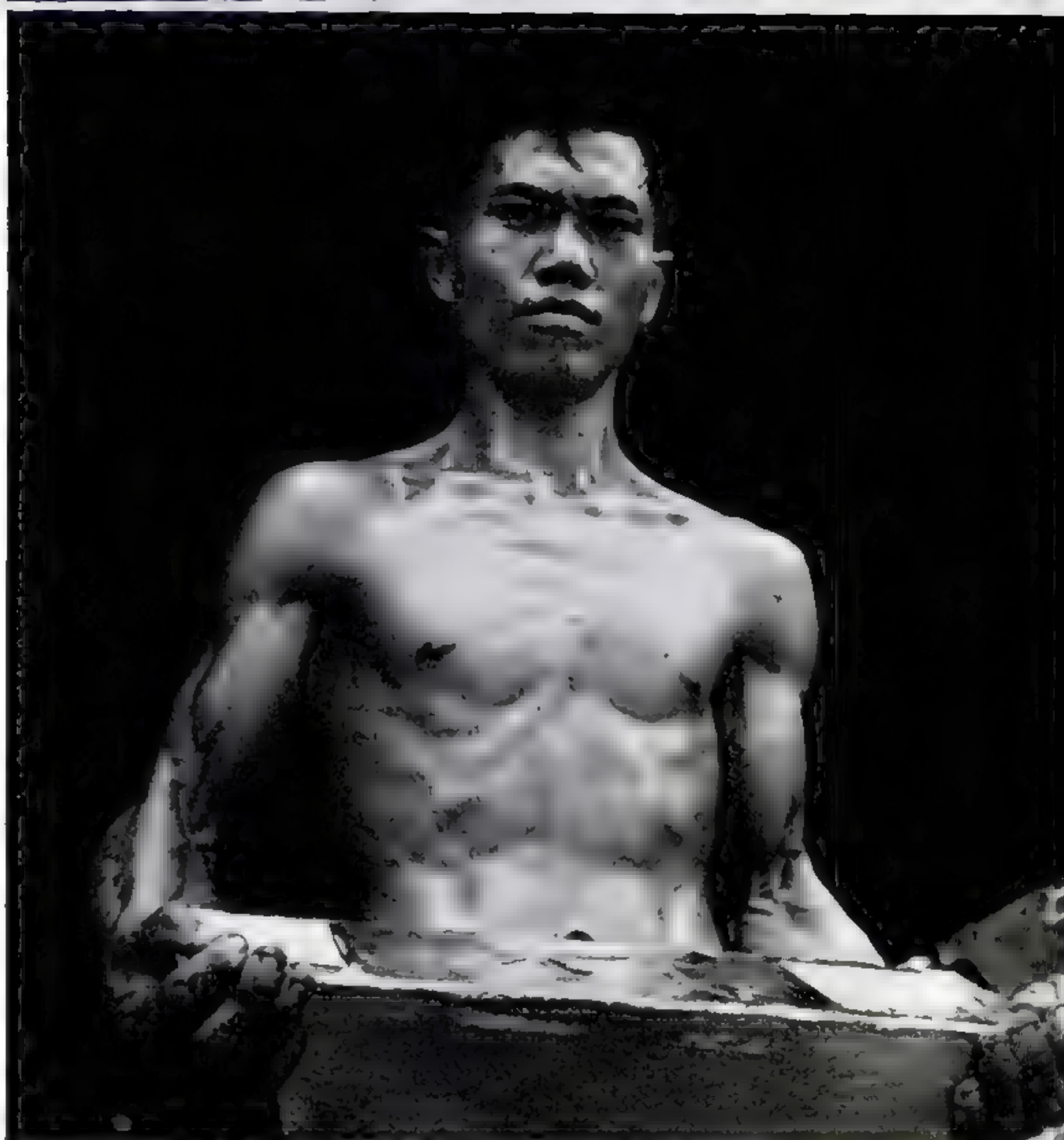
Sultan of Johore (left, wearing glasses) is giving party at his palace across Johore Straits on the mainland. Most

CHINESE TRADE, WHITES GOVERN, NATIVES LABOR

White men built Singapore but it is the Chinese who really make a living out of it. Some 2,000,000 Chinese are the shopkeepers (left), small businessmen and rubber strippers of Singapore and the tin-mine workers of the hinterland (right). The great Goodyear go-down (warehouse) in Singapore hires chiefly Chinese. The Chinese started coming in 1830 from South China to work the tin mines of Malaya. Many have gone home with their fortunes and many still think they will go home some day. They do not, however, contribute at all to Britain's war effort, because they think of themselves as chiefly involved in China's war against Japan. They feel scant loyalty to Singapore and Malaya.

The whites in Singapore number perhaps 11,000 civilians. In the pictures below you see some of them having their fun in off-hours. Though the men drink a great many gimlets and stings, they have been intensely class-conscious, even snobbish, ever since they began bringing their wives and families to Singapore after World War I. They look down on everybody except Englishmen from home but they accept Americans. Though Singapore prices are high, wages are high too and they live much better than at home.

Last of all come the real natives, the Malays, bright, brave and lazy, who like the easy work on the rubber plantations and have amazingly developed into chauffeurs. The real work on rubber is done by the sloppy Tamils from India, and by the cleanly Javanese. Local chief of the Malays is the famous Sultan of Johore (below) who is married to a Rumanian.



Chinese tin worker lifts a finished ingot of tin, weighing 100 lb. and worth about \$52. For this semi-expert work,

whites pay 50c a day. The Chinese have just lately found out about labor unions and begun to strike for higher wages.



Guests are white. He once raised such hell in Singapore that he was forbidden ever to spend the night in the city.



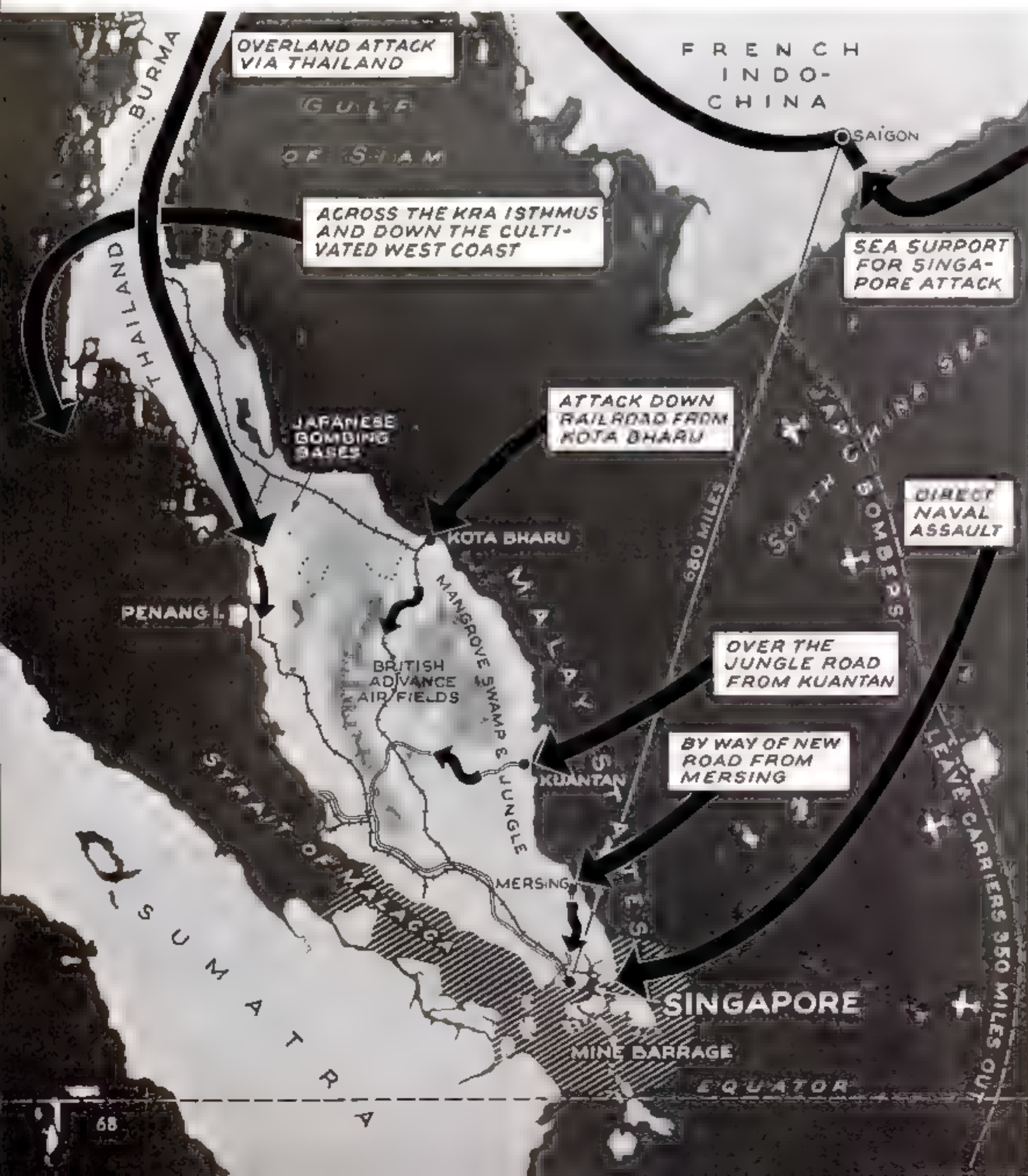
A good time is had by middle-aged married Singapore whites in the Cathay Café. Wearing dinner clothes at night is standard

practice in Singapore. There are almost no young white people in town, because they are sent back home to go to school.



Singapore Island (above), on whose eastern shore is the city of Singapore (pop.: 500,000), is connected with the mainland of Malaya by a solid causeway. Warships put in for repairs at naval base at top of picture. Island is dotted with secret airfields. Railroad takes troops northward. Big guns are at upper right and on the offshore islands at lower right.

Japanese attack on Singapore has a choice of the arrows shown below. The problem presented to Japan, if British planes, submarines, motor torpedo boats and warships stand off direct naval assault, is to get past the impassable jungle covering the eastern half of Malaya. Long way is through Thailand. What Singapore fears most is a surprise sea-borne attack at Mersing.



SINGAPORE (continued) HALF THE WORLD FALLS TO JAPAN WITH SINGAPORE

The terrifying importance of Singapore is shown by the maps on these pages. It is not only U. S. rubber and tin that would be lost with the fall of Singapore. More than half the world would rapidly unravel, to be wound up again by the Japanese Emperor and his intense little yellow army and navy officers.

Japan is, baldly, the enemy. The British Commander in Chief at Singapore keeps a picture of a squabbling, slant-eyed general hanging in his office. U. S. officers at Manila might well do the same. Their common problem today is to know in advance what goes on in the minds of those shaven-headed conquerors.

If Soviet Russia is conquered by Germany, Japan can have Siberia west to Lake Baikal for practically nothing. It can then give its single-minded attention to conquering the rest of the Far East. The one certainty is that, if Japan strikes, it will strike with overwhelming force. The British will find themselves fighting against frightful odds. Their preparations are shown on the following pages.

The heart of their defense is Singapore (upper left). Big coast-defense guns control the 10-mile Singapore Strait to the south and can outgun anything that approaches from the east. Barbed wire and pillboxes line the eastern and southern coasts. The swimming pool of the famous Singapore Swimming Club is now marred by a pillbox and the diving boards have been taken down to clear the field of fire.

But if the fighting ever reaches those shores, it will all be over. The firing in the streets of Singapore will be the death rattle of the British Empire. The area of freedom will virtually have been whittled down to the land area of North America and Britain. Britain must fight for Singapore far from Singapore. Its Empire troops are now far north in Malaya, trying to guess where the Japanese attacks, feint and real, will come. Its advanced fighter and bomber airfields are hidden right up to the northernmost border. Blenheim and Lockheed-Hudson bombers ceaselessly scout the waters to the north and east of Singapore, patrol boat inspect every approaching ship. The bombers will smash hard at any Japanese landing, will bomb the ships and machine-gun the beaches. Submarines and motor torpedo boats will come from Singapore, Manila and Surabaya to sink the Japanese transports.

After the Japanese land, the British will mine the roads that are the only solid ground across the deep mud of the coastal jungles. If a tank goes 3 ft. off the road, it will never again get back on the road. Camouflaged pillboxes hide among the palms.

But the Japanese will probably invade from Thailand, along the solid, developed ground of the west coast. They will find Malays to tell them the uncharted jungle tracks if they make a landing at Mersing, only 150 miles from Singapore. They too will bomb from fields in Thailand and from aircraft carriers in the South China Sea. And above all, they will land in wave after wave, in overpowering numbers.

All the guns and men of Britain may well avail nothing. But the two real nightmares that haunt the Japanese high command are far from Singapore. One is the U. S. Fleet at Pearl Harbor, which would love nothing better than to bob up in the rear of the Japanese invader and cut him off from home. The other is the thought of big U. S. flying fortresses, hopping off either from Guam or China, and reducing the pine and matting houses of Tokyo to a smoking rubble.

Something bad to dream about is the map at lower right, showing what follows the fall of Singapore.

SINGAPORE (continued)

ITS DEFENDERS

BROOKE-POPHAM

PLOTS DEFENSE

OF WHOLE EAST



GENERAL BROOKE-POPHAM AND ADMIRAL LAYTON CONFER

The man who worries most about the vast expanses shown in the preceding maps and about the higher strategy that governs these stretches of land and ocean, is a frail, ramrod-straight, tired, 62-year-old English soldier named Sir Robert Brooke-Popham. Sir Robert is Commander in Chief of the Far East, boss of army and air force and of Singapore. Sir Robert has a huge job and he works incredibly hard at it. Singapore hostesses who are lucky enough to inveigle him to a formal affair have come to accept one social fact about Sir Robert. When dinner is over, he walks quietly to a corner, sits down and goes to sleep until it is a polite time to go home.

Sir Robert is the first man ever to hold the position of Commander in Chief of the Far East, a post created only last fall. He is also the first airman ever to command a British Army. And he is the first man since the fabled Sir Stamford Raffles to breathe real new life into Singapore. When Sir Robert arrived last fall, the "unpregnable" fortress of Singapore was impregnable largely in blueprint. Since his arrival, a steady procession of gray ships has floated into the harbor to disgorge troops, planes, guns and a vast hoard of military supplies which moves through the streets of Singapore and disappears quietly into the surrounding jungle. Since he arrived, air shelters have been built—not dug down into the swampy ground but built by strengthening the street arcades with brick and concrete.

The Commander in Chief of the Far East, sometimes called "Brookham" for short, is exquisitely English—tough, tactful, thoughtful and fond of flowers.

His ancestry is quite sound although the Commander's personal favorite among his forebears is a 16th Century Popham who started out as a highwayman and ended up as Queen Elizabeth's Lord Chief Justice. Sir Robert's own career was less eccentric. He always wanted to be a soldier and by the time he was 25, after six years' service, he was an infantry captain. In 1912, he joined the newly formed Air Battalion. His friends stormed that the move was suicidal. As it turned out they were almost right. Sir Robert was the only Air Battalion officer to serve in the World War and still be alive at the end of it.

After the war Sir Robert shifted between being an airman and being a colonial administrator. He was made Air Chief Marshal in 1933. In 1937 he was made governor of Kenya Colony and was the best governor that African outpost ever knew. In 1939, he was called home to set up the Commonwealth Air Training program. Last October, Winston Churchill sent him out to Singapore.

As soon as he arrived in Singapore, Sir Robert smoothed out the silly frictions that had grown up in this focal point where services and men from all the far-flung British Empire had gathered. The Commander in Chief of the China Station and the naval boss of the Far East, Vice Admiral Sir Geoffrey Layton, had established his headquarters in Singapore. Sir Robert and Sir Geoffrey confer incessantly. Every day promptly at one o'clock, they drive to the Admiral's house and there the General and the Admiral sit down to a solemn luncheon flavored with oriental problems.



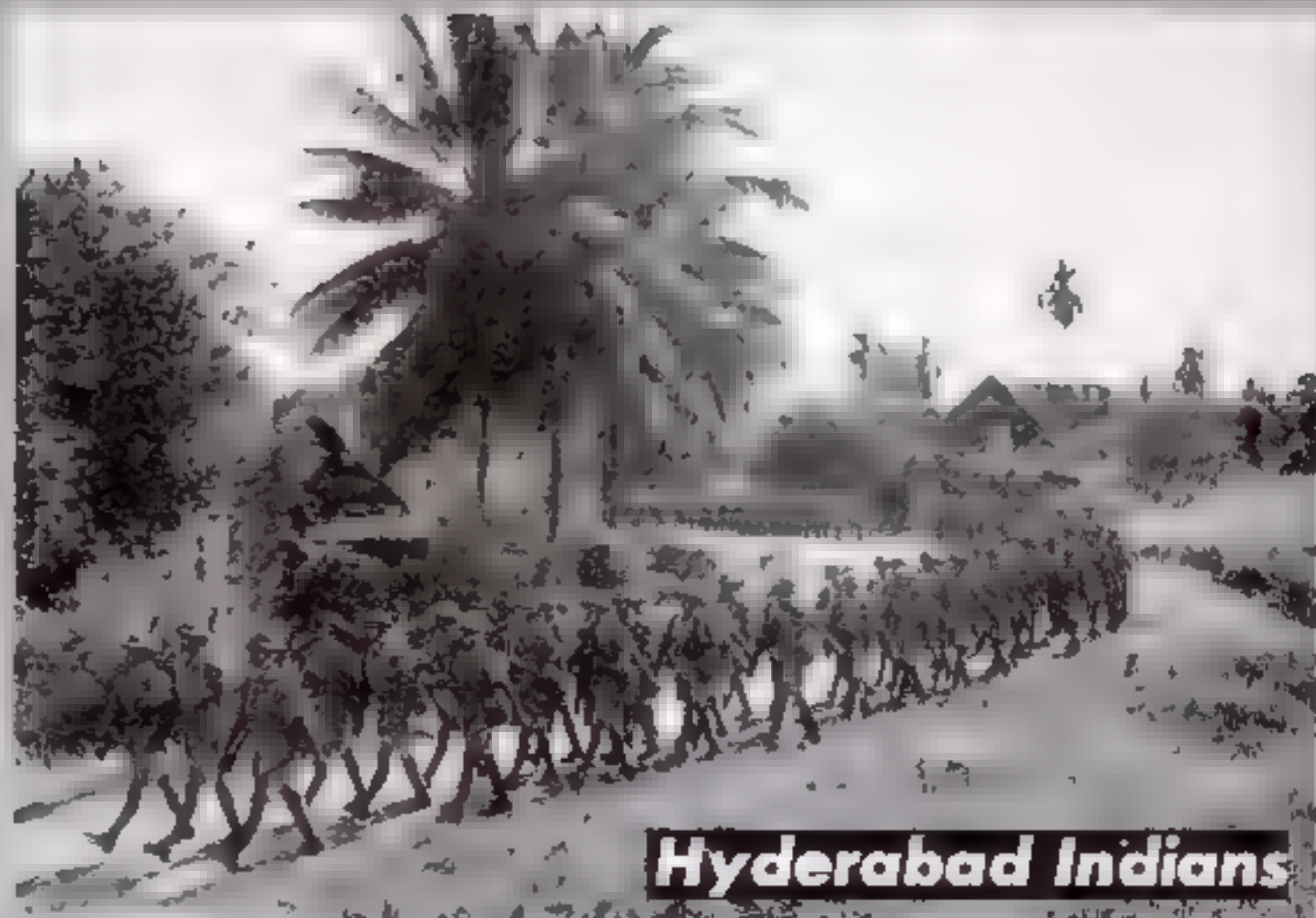
Scotch Highlanders



Englishmen



Punjab Indians



Hyderabad Indians

The soldiers of Singapore come from all over the empire. Here are shown a few of the many kinds of men who will defend

the base—Argyll and Sutherland Highlanders holding onto a line as they ford stream; Royal Artillery Englishmen clean-

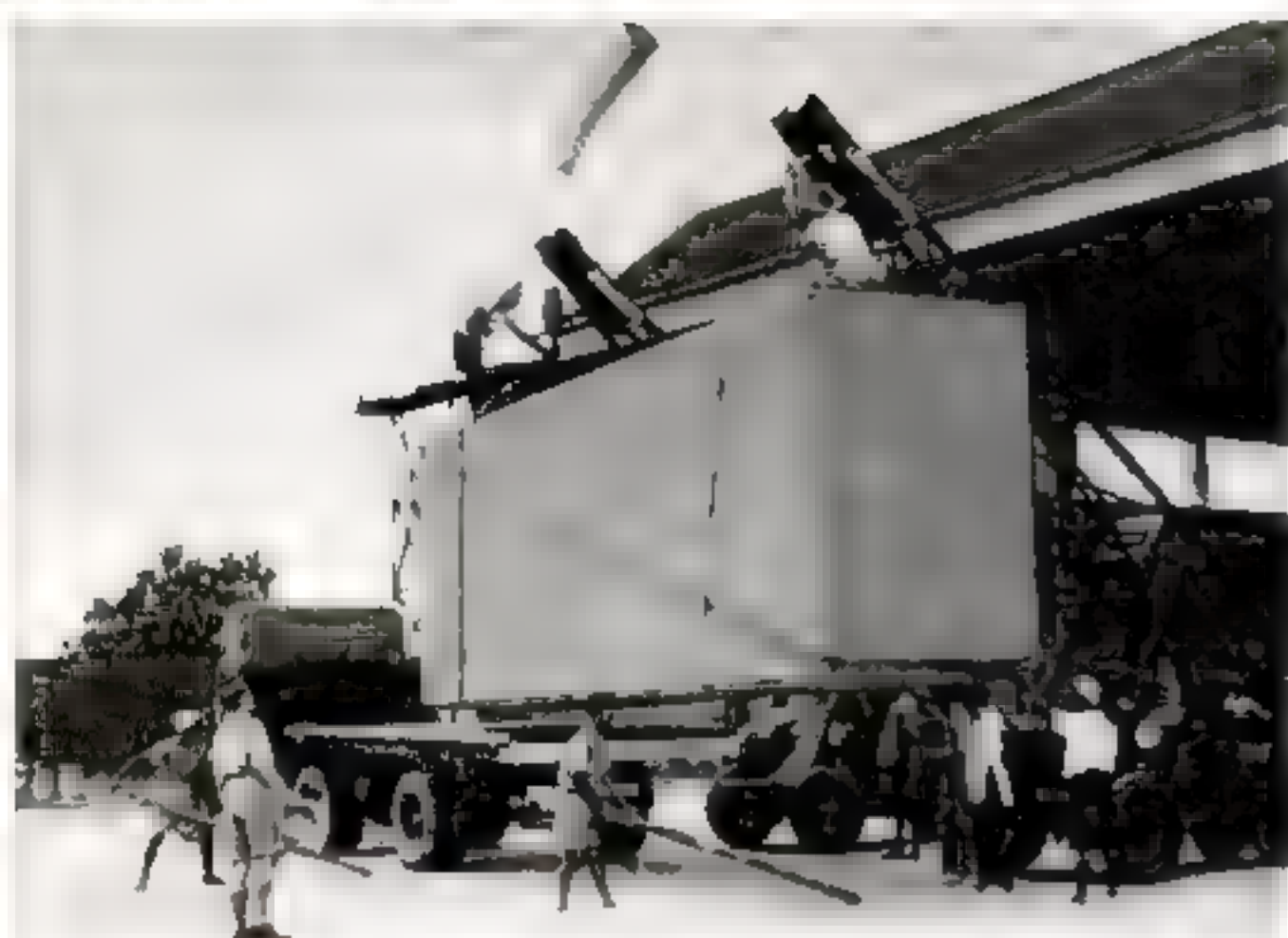
ing a huge coastal cannon, turbaned Punjabs from India entraining; troops from Hyderabad marching out to maneuvers.



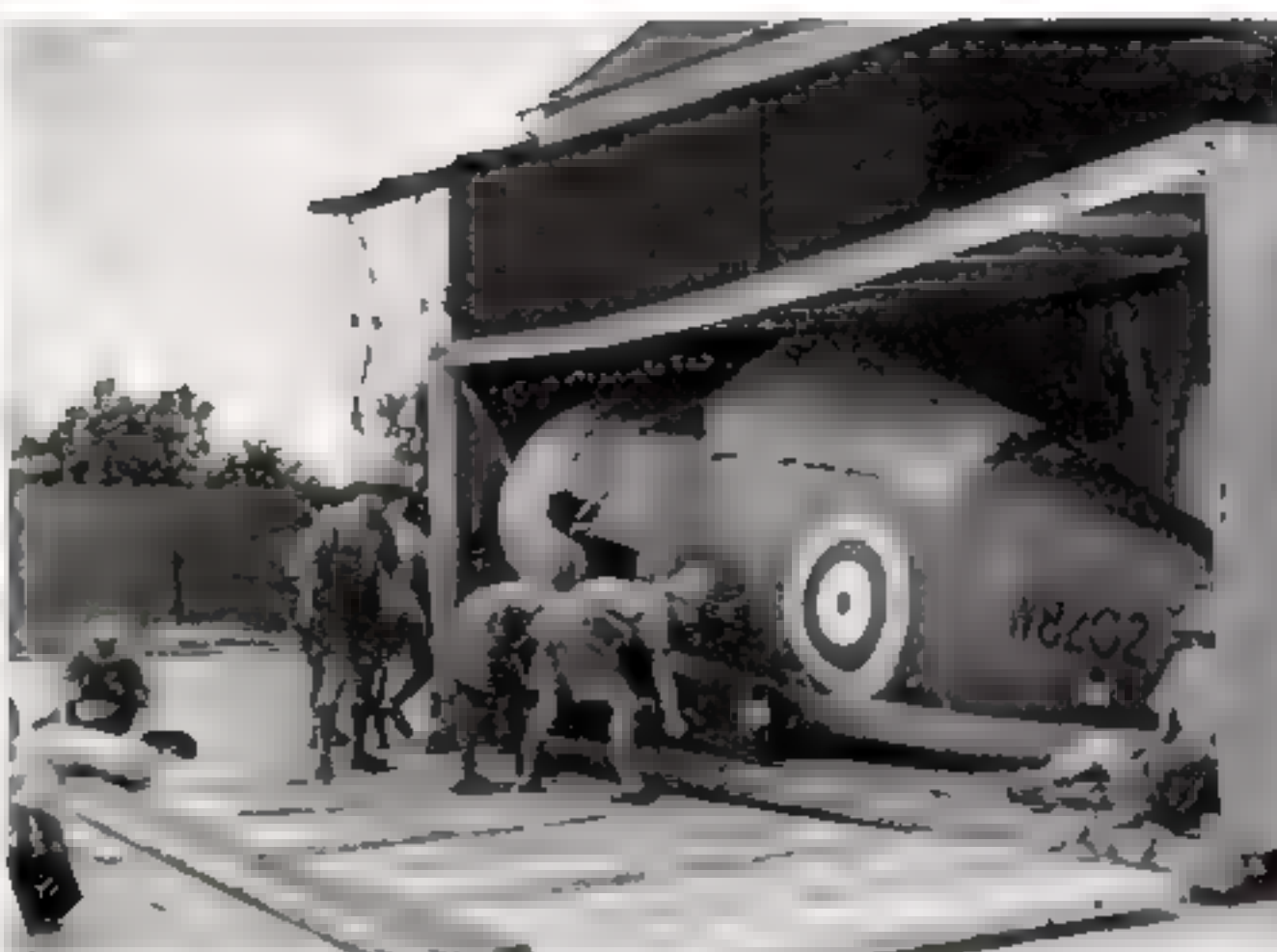
Australian volunteers step cockily through the jungle. The Australians are the rowdiest and best-fed soldiers in Singa-

pore. When they arrive, they sing raucous greetings out the ships' portholes, toss coins at welcoming officials. The natives

of Singapore, who resent the British, adore the Aussies. They greet them enthusiastically with "Whacko" and "Heeo, Joe."



At one of Singapore's half-dozen airfields, a heavy truck unloads a 10-ft.-high crate containing an airplane which has been shipped all the way from the U. S.



The crate is opened. Inside is a Brewster Buffalo fighter made in Queens, Long Island, already bearing R. A. F. insignia. U. S. Navy uses Buffalos on carriers.



Malay workers pry off top of the crate with long poles. The

SINGAPORE HAS GREAT NAVAL BASE BUT VERY LITTLE NAVY

For Singapore, the army and air force are defensive weapons, needed to hold the base until a fleet can arrive. Singapore's offensive weapon will be a strong fleet which can hang on the flank of any force which invades the South Pacific. Today Singapore is a great naval base almost without a navy. The British Far Eastern Fleet comprises only a few cruisers and destroyers, some small craft and an increasing horde of mosquito boats. Its ships today are usually out scouting raiders. Only occasionally can a warship be seen around Singapore. Then, like the cruiser shown at right, it is likely to be berthed for repairs in Singapore's great floating drydock.

Singapore's big navy could come either from the Suez Canal or from Hawaii's Pearl Harbor. Admiral Layton says that the whole American Fleet could be fueled and provisioned for six months at Singapore, although it would have to provide its own ammunition. In underground chambers Singapore has stored millions of tons of fuel oil, great stacks of mines and projectiles. Around its yards are big racks piled with

armor plate. Its sprawling, carefully guarded shipyard, criss-crossed by its own railroads, fronts on 20 square miles of deep water, roomy enough to float the entire British or American Fleet. It has two immense drydocks—the floating dock shown here and the 1,000 ft.-long King George VI graving dock. This naval base can replenish or repair a fleet almost as quickly as any in England—install new gun bidders, replace heavy guns, overhaul machinery, patch up armor plate. Its machine and repair shops, factories, cranes and power houses make it the most complete and complex industrial unit in the Far East, outside of Japan.

As a first line of defense, Singapore's air force was frighteningly small a year ago. Today airplanes buzz over the base and scurry over the surrounding seas. Some of them are planes gradually sent from England. Some are Wirraway trainers from Australia. Many are American planes—Brewster fighters and Lockheed Hudson bombers, both of them much better air fighters than anything the Japanese are flying.

The world's biggest floating drydock, which takes ships up to 50,000 tons, is tied up in Singapore base (below). It was

built in England—because it was easier to build there—and towed around Africa and through Indian Ocean to Singapore.



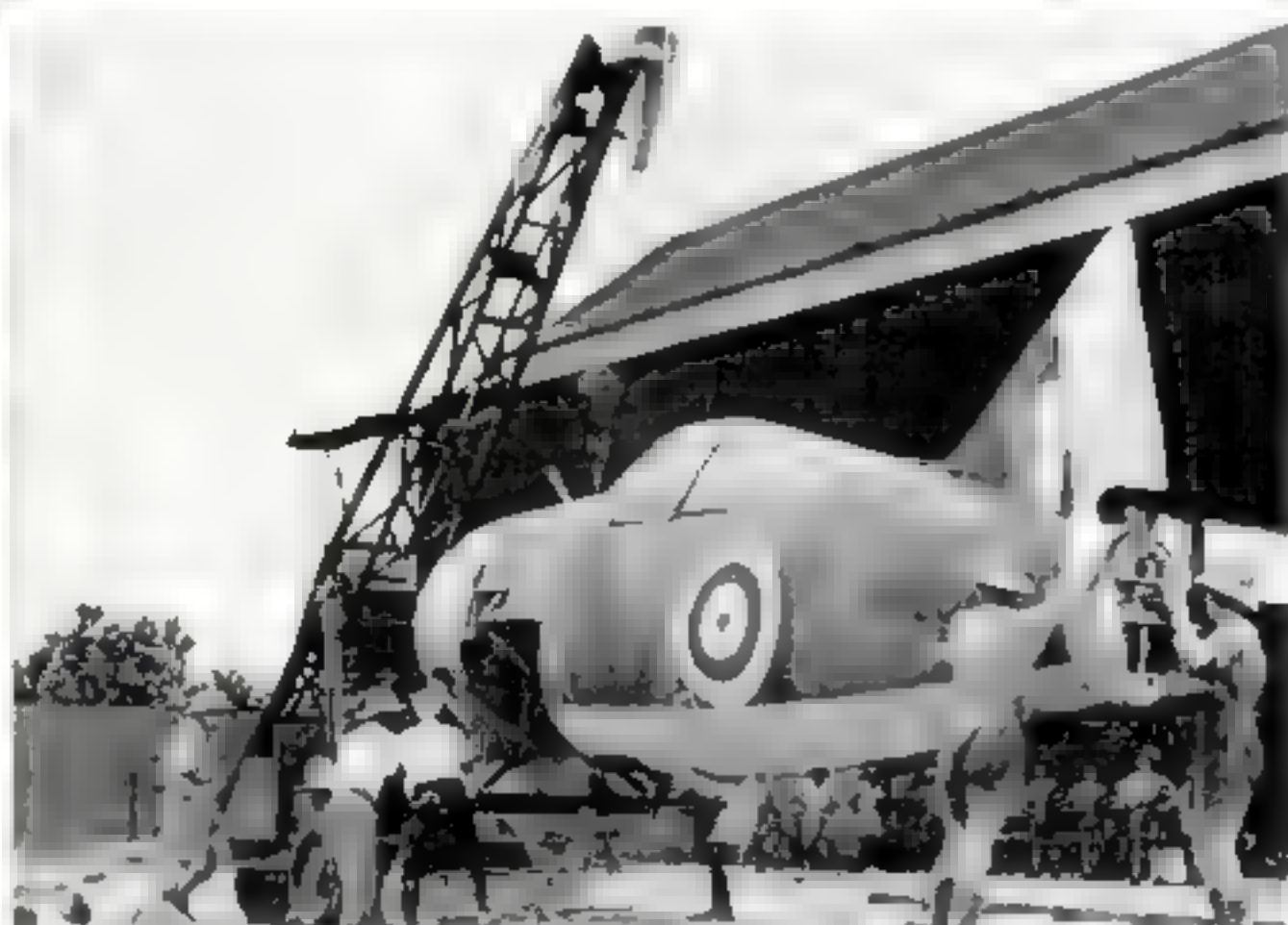
Floating drydock works this way: water is let into its hollow walls, causing dock to sink and filling it with water; the

ship floats right in, dock is then pumped free of water, raising it and leaving the propped up ship (right) high and dry.





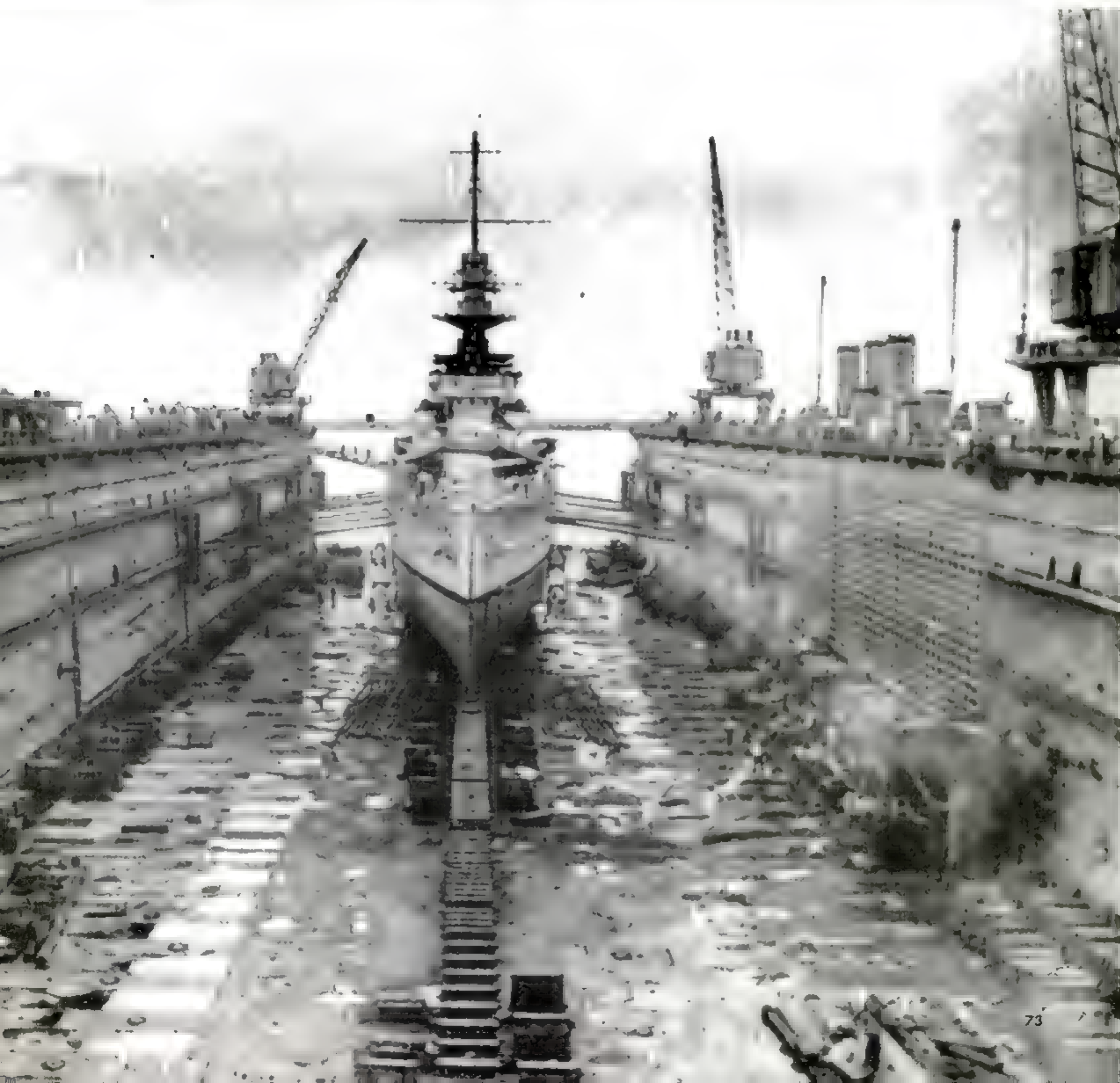
plane's wings, tail and propeller are packed in separate boxes.



A crane comes over to lift the plane away and swing it into the assembly hangar where, inside of 24 hours, the plane can be made all ready for fighting.



Finished fighter is warmed up by R. A. F. mechanics. Armed with four 50-cal machine guns, this stubby, agile little airplane has a top speed of 350 m. p. h.



AMERICA'S GREAT MISTAKE

. . . is the empty dream of security by "passive defense"—a dream of a Senate minority whose 20-year veto on foreign policy has brought the nation to the brink of military disaster

by WALTER LIPPMANN

THE American people are making the greatest military effort in their history. They are making it because they have to make it, because they find themselves in imminent danger of standing alone and surrounded in a hostile world. They are preparing for war because they know they must work and fight their way out of this peril. Yet the preparation will never be sufficient until we, the sovereign people, realize clearly that all this effort is necessary because we have made the most costly mistakes that the American Democracy has ever made. This war cannot be won unless we realize why we failed to prevent it. This war cannot really be concluded—cannot really be followed by an era of peace and security—unless we are able and willing to understand that we are now paying for and are now repairing the greatest failure of popular government in America.

For it is a stupendous failure. Twenty years ago, thanks to the decisive military victory we helped to win, we were the leading power in the world, our security unchallenged and inviolable. All the most powerful nations on earth were our friends. Today, we are encircled by an alliance of great powers of continental Europe and Asia held in check only by the desperate resistance of the British and the Chinese, and by whatever resistance Russia may be able to make. So critical is our position that we are compelled to build a Navy and raise an Army against what may be a coalition of the armed forces of the masters of Europe and Asia.

That, in the course of 20 years, is the peril into which we have drifted. These are the consequences of the foreign policy that we have followed. Our policy has been a disastrous failure. In 20 years it has reduced us from a state of perfect security to a state of deadly danger. The proof of the failure is conclusive. When a nation, a rich and vigorous nation and the leading power in the world, falls so quickly into such danger as we now face, there can be no disputing the fact that the nation has been badly led along the wrong road.

The injury done to the United States by the policy of these 20 years is incalculably grave. Nor can it be repaired now merely by voting money or conscripting men. The bravest men, the most brilliant commanders, the best ships and planes and tanks, will not restore the security we had won in 1918, and have now lost, unless the American people and the American Congress rid themselves of the illusions and the fallacies and the obsessions which destroyed our great victory in the other war and prepared the disasters which we have now to overcome and repair.

No amount of words, no beating of breasts, no cries about how much we love peace and mean to make ourselves impregnable, can alter the fact that the net result of the policy of this country for 20 years is that we find ourselves sur-

rounded by war and surrounded by enemies, feverishly trying to prepare ourselves against dangers we have not had the wit or the courage to forestall.

The ultimate responsibility is upon all of us. We are free men and we are responsible for what has happened. Even those who have known that our course was wrong are responsible. But though all of us are responsible, the historic fact is, nevertheless, that for more than 20 years the constitutional system of the United States has not been allowed to operate as it was meant to operate in the conduct of foreign affairs and the organization of America's defense. In the summer of 1919 a minority in one of the houses of Congress, the Senate, obtained control of American foreign policy by a skilful and ruthless use of the filibuster. Since that event it has never been possible for the President to conduct the foreign relations of the United States with the support of the majority in Congress. A minority in the Senate, exploiting the rule which permits unlimited debate, has for more than 20 years exercised a veto on every President and on all the majorities in every Congress. The effect of this veto has been to compel every administration to adopt the foreign policy and the strategical plan of defense advocated by this minority in the Senate.

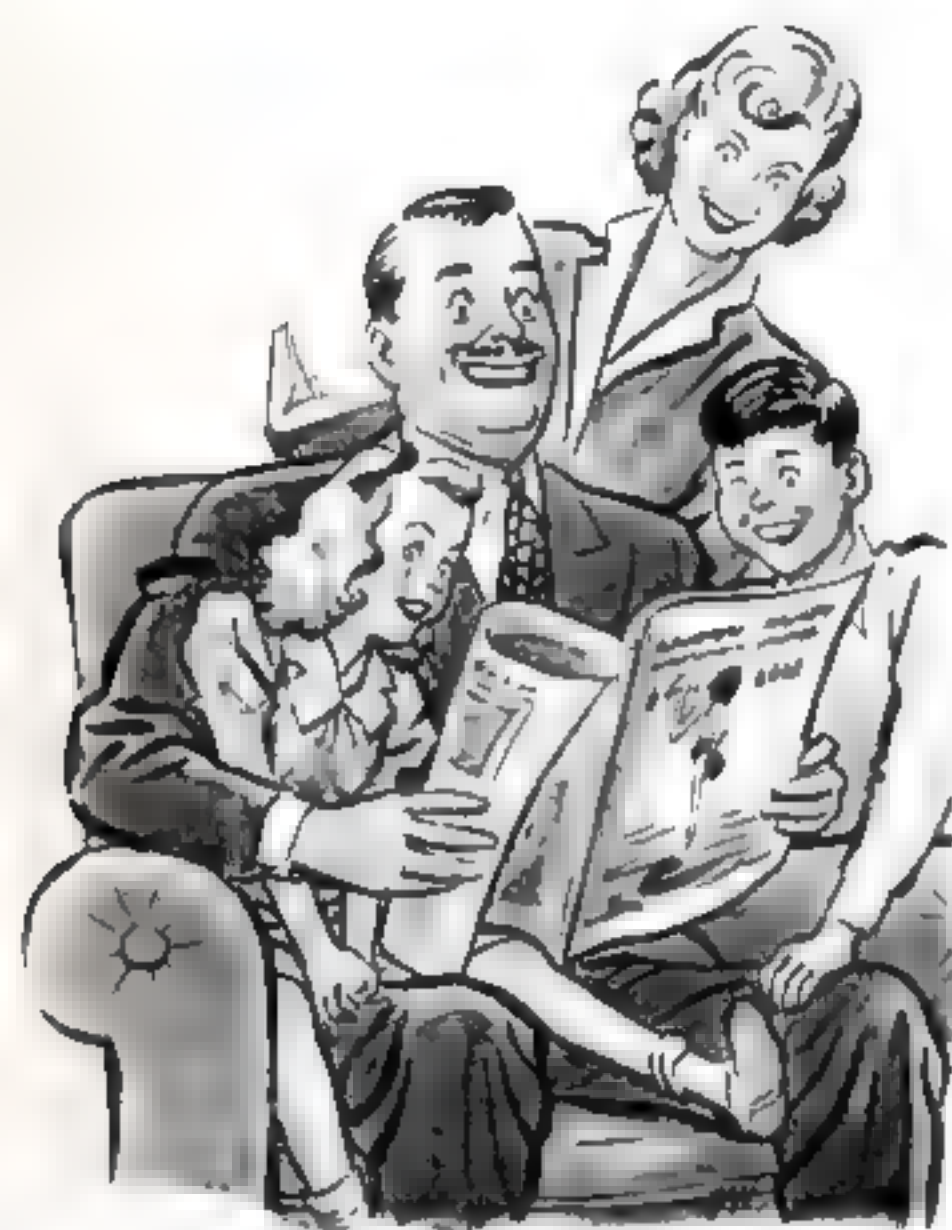
The name of this foreign policy is isolationism: the strategical plan of this policy is that of the passive defensive. No President, excepting possibly Harding, has ever been an isolationist while in office, and certainly the commanders of our armed forces have never believed in the strategy of the passive defensive. Yet the isolationists have prevailed. They have had the support until recently of large majorities of the people,—well-meaning but uninformed majorities, who were misled into thinking that peace can be promoted by inaction and security by doing nothing. Thus the course we have taken since the end of the other war has in all its essentials been dictated by the isolationist leaders. They prevailed over Wilson, over Hughes when he was Secretary of State, over Stimson when he was Secretary of State, and, measured in acts rather than in words, they have until recently prevailed over Roosevelt and Hull.

They, not Wilson, determined the treaty of peace which ended America's part in the other war. They determined the tariff and war debt policy which followed the other war. They forced Coolidge to insist upon a war debt settlement which undermined the post-war reconstruction. They tied the hands of Hoover when he sought to find a solution for the worldwide economic collapse. They wrote the neutrality acts. They opposed the repeal of the arms embargo before the outbreak of the war, thus gravely weakening France and Britain and delaying by many months the development of an airplane and munitions industry in this country. They have resisted every foot of the way the

CONTINUED ON PAGE 74

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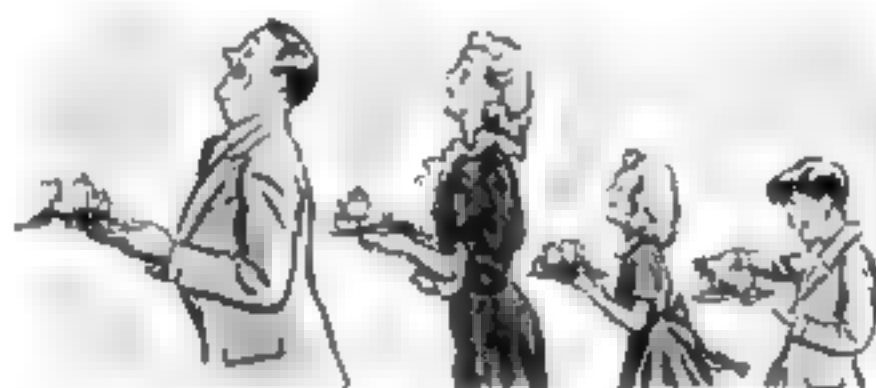
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AMERICA'S GREAT MISTAKE (continued)

development of aid to Great Britain and China and though they have been defeated in the argument, the program has been so much delayed by their obstruction, and so compromised and confused, that what would have been a mighty contribution twelve months ago is no longer sufficient.

Thus, as a result of 20 years of isolationism, the task which has been assigned to the Navy and the Army is to make this country secure against the consequences of a policy which has deprived us of most of our allies, and may deprive us of all of them, and thus leave us partially armed and perhaps entirely alone surrounded by an alliance of our enemies. For that reason it must be said that our national defense is inadequate, and that no matter how much our armed forces expand, our defense will become more vulnerable as long as the people do not realize and remedy the deadly error of the strategy to which the isolationist bloc in the U. S. Senate has committed the country.

* * *

The American strategy of defense—as defined and imposed upon our armed forces by the will of the people under isolationist leadership—is based upon the same deadly error which has wrecked all the free nations of Europe and has placed Britain in mortal peril. It is the illusion that the defensive is stronger than the offensive, that it is easier to resist than to attack, easier to repel than to assault, and that therefore a passive defense behind a well-fortified and favorable geographical frontier is to be depended upon.

None of these notions is true though many military men and more laymen, including the repentant author of these lines, believed them to be true until the Germans proved in this war that they were dangerous nonsense. It is evident enough how and why the illusion of the impregnable defensive captured the imagination of the democracies. What the people of England, France, and America remembered most vividly of the war of 1914-1918 were the bloody offensives on the Western Front in which infantry was hurled against barbed wire and machine guns and then massacred by the defenders. It was this memory that caused the French to feel that if they built the Maginot Line, they could never again be invaded. It was this memory that caused them to prepare for this war on the theory that they need never attack Germany or its allies but could let Germany wear itself out trying to blast the Maginot Line.

But the Germans were never caught by this illusion of the impregnable defensive. Having been defeated, what they remembered most vividly of the other war were not the three and a half years of bloody stalemate but the final three months when, with tanks and air superiority, the Allies did break the German front. Long before Hitler was heard of, the German Army was studying the lessons of its own defeat, and the strategical and tactical genius shown by the Germans in this war is the product of 20 years of research and study based upon the real, rather than the imaginary, lessons of the other war.

* * *

Thus, while the democracies built Maginot Lines, the Germans organized armored divisions; while the democracies manufactured defensive pursuit planes, the Germans manufactured bombers, while the democracies taught their people to think of the passive defense, the Germans got themselves thoroughly ready, without any interference, for the offensive. Nor was it only in strictly military affairs that the democracies practiced the defensive and the Germans the offensive. No less thoroughly the Germans pursued an offensive foreign policy which was designed to separate, isolate and encircle the democracies one by one, and then to compel them when conquered to assist in the offensive against the next victim.

Hitler's high strategy—for getting what he wants—has been as brilliant as our strategy—for defending what we have—has been stupid. Thus Germany, which until five years ago was defeated, disarmed, isolated and encircled, had managed, before a shot was fired in open warfare, to break-up the world coalition, to separate Russia from

CONTINUED ON PAGE 11

A Yeast Maker bags a "FIFTH COLUMNIST"



A million-dollar fire burns a warehouse where defense goods are stored. You can see the flames, feel the heat, watch the destruction. Word goes around that this is sabotage—the work of a "fifth columnist."

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AMERICA'S GREAT MISTAKE (continued)

France, to envelop Italy, to destroy Czechoslovakia, to isolate Poland, to make an alliance with Japan, and to encourage the United States to go on thinking that nothing which happened across the ocean or on it could matter because it once took Charles Lindbergh 33 hours to fly across the Atlantic Ocean. It was this brilliantly conceived and ruthlessly conducted high political strategy which set the stage for the military victories of the German Army. It has been our wooden-headed conception of foreign policy and national defense which has brought us to the pass where Germany, recently encircled and isolated, is now threatening to isolate and encircle us.

* * *

Our national defense will, therefore, never be adequate, and our perils will grow greater even though we arm much more, as long as the American people do not renounce and reverse radically the theory of the passive defense. No competent soldier or sailor in the world believes in it. But most civilians are disposed to believe in it. And our whole foreign policy from the end of the other war to this day has been built upon this absolutely false, this demonstrably foolish, this disastrously wrong theory of national defense.

The policy of isolation is, as the results after 20 years have shown, incompatible with the effective defense of the United States. However good the intentions of the isolationist policy, it rests upon and carries with it the strategical plan which has already placed us in such great danger and will, if it is not scrapped, bring us to defeat and disaster. The military doctrine of the isolationists is that the nation must defend itself passively and alone; the consequences of the solitary and passive defensive are disastrous, and we shall never again be back on the road to security until we purge our minds of this false doctrine and free our soldiers and sailors of its devastating influence.

The passive defensive which the isolationists have imposed upon this country is based on the notion that an armed circle can be drawn around the United States, and that behind the protection of our two oceans we can never be successfully attacked. Therefore, we have been induced to think, first, that we needed no allies and, second, that it did not matter how many nations were allied against us. For isolationism is the theory that we do not need friendly allies and need never fear hostile alliances.

It is a false theory. Every nation needs allies for its own defense. For there is no such thing as the perfect geographical frontier; every nation has a soft side through which it can be attacked. France had the Maginot Line covering the frontier between Germany and France; France was invaded through the soft side, through Belgium and the Netherlands which should have been allied with her, but were not, for a common military defense. Germany has a soft side—along the whole eastern and southern frontier where her defenses are fixed among peoples who hate their Nazi masters.

We have a soft side. The oceans are wide at their widest point, just as the Maginot Line was impregnable at its strongest point. But the Atlantic Ocean is narrow at its narrowest points, and where the ocean is narrow our defenses are the softest. The Atlantic is narrow in the north by way of Britain, Ireland, Iceland, Greenland and Canada, and Canada is a small nation on our northern frontier. The ocean is also narrow in the south—from Spain and Portugal and French Africa to the Azores and the Cape Verde Islands to Brazil and the lower part of South America.

* * *

Even the isolationists realize that to defend the United States we must make what amounts to a military alliance with Canada and with Brazil; just why they object to having Britain as an ally also, no strategist will ever be able to explain. For if we need Canada and Brazil—which do not have navies—to defend the hemisphere against attack from overseas, then surely we need Britain even more to help see to it that no attack from overseas can ever get started.

The isolationists profess to object to entangling alliances.

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When Your Eyes Are Tired DO THIS

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then cleanse and soothe them the quick, easy way—use Murine.

WHAT IS MURINE?

Murine is a scientific blend of seven ingredients—safe, gentle, and oh, so soothing! Just use two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Start using Murine today.

MURINE FOR YOUR EYES

MOTORISTS
Lips sun-cracked, wind-dried, rough, or unattractive? Medicated Chap Stick gives summer protection if you're wise and relief when you're tired. Use Chap Stick 25c at drug stores. For free sample, write Chap Stick, Dept. 1-B, Lynn, Mass. Va.

PARCHED LIPS NEED
Chap Stick

For Carefree
Summer Smoking
RONSON
WORLD'S
GREATEST LIGHTER



RONSON "Whirlwind,"
disappearing
windshield,
2-in-1 lighter.
Outdoors—shield up.
Indoors—shield down.

"Whirlwind"
lights up, on
sticky days, in any breeze, for
any sport—beach, boating,
golfing, etc. Other handsome
RONSON lighters for pocket,
handbag, table. \$2.95 to \$150.

At jewelers, dept. stores, gift, smoke shops, etc.

FREE Book "Smoking Etiquette". Ad-
dress RONSON, Dept. 89, Newark, N. J.

OVER 10,000,000 RONSONS HAVE BEEN SOLD

**You should check
Perspiration
TO AVOID ODOR**

1. **THE PERSPIRATION** produced by 128,000 "sweat glands" is trapped and held in the hollows under your arms.
2. **UNABLE TO EVAPORATE**, it soon turns offensively rancid.

**How to Check Both
Quickly—Safely**

1. **APPLY LIQUID NONSPI**. It acts instantly, dries quickly.
2. **NONSPI** is harmless to skin or clothing when used as directed...use as often as needed.
3. **SOOTHING AND COOL**...doesn't sting or smart.
4. **SEND 10¢** for trial size of Liquid Nonspi to The Nonspi Co., Dept. H 4, 113 West 18th Street, New York City.



ALSO IN CREAM FORM

NONSPI
A REALLY EFFECTIVE DEODORANT

But in fact they have persuaded us to confine our alliances to weak countries and they have done their utmost to prevent us from making allies of strong countries like Britain and France. All alliances are entangling in the sense that the troubles of one's allies become one's own troubles. A Nazi revolution in Brazil or Mexico would be an entanglement for the United States. But if nations have to have allies—and in fact they do have to have them in some form and under any name one may prefer—then obviously an alliance with a strong power is a less dangerous one than an alliance with a weak power. There is no sense, therefore, in a policy that favors alliances with the relatively weak nations of the Western Hemisphere and opposes an alliance with a great power, like Britain, which is able to contribute to the defense of the Western Hemisphere the world's largest organization of total seapower—of warships, of merchant ships, bases and shipyards, supported by a people imbued with the greatest traditions of the sea.

Allies are necessary, furthermore, to the defense of any country, because no other great power on earth is run by isolationists. Therefore, the failure to make allies of potential allies will mean sooner or later that they become conquered by and allied with one's enemies. There is no such thing as real neutrality in the modern world, and a nation which rejects an ally or fails to hold on to it will make an enemy. The democracies should have learned this bitter truth at long last. Twenty years ago we had as our allies Great Britain, France, Italy, Russia and Japan. We have lost Japan and she is in the camp of our enemies. We lost Russia when the Russian Army would have counted heavily. We have lost France, or a large part of France, and she—alas—is in the camp of our enemies. Yet in the face of this ghastly record there are still supposedly sane persons at large who want to push Britain away and let her gravitate—somehow or other—into the other camp.

* * *

This then is the first of the fundamental fallacies upon which we have been compelled to conduct our national defense—the fallacy that we are avoiding entangling alliances if we make our alliances only with weak states and never with strong ones. This is the political fallacy of isolationism. It is derived from an underlying military fallacy, that of the passive defense.

The military fallacy consists in thinking that a nation can be defended successfully by standing guard at the frontier, waiting to be attacked and then repelling the attack. This is a certain invitation to military disaster. For if a nation tries to stand guard on its whole frontier all the time, it can never be very strong at every point. Therefore, the enemy is free to choose the weakest point, to concentrate an overwhelming force at that point, to smash the defenses and force the passive defender to do what he never intended to do, that is to attack in order to dislodge the invader.

Not only does the passive defense mean that too many points have to be guarded insufficiently; it means, almost by definition, that it will provide the enemy with a battlefield in the very place that is to be defended. To defend the Western Hemisphere, for example, by a passive defense means not only patrolling an imaginary sea frontier of at least 15,000 miles but it means that when the attack is launched, the fighting will occur in American waters and at the expense of American shipping and American ports.

* * *

Nor is that all. The passive defense not only gives the enemy the choice of the places where it suits him to attack; it also gives him the choice of the time when he will attack. Therefore, he can prepare his attack carefully and methodically, whereas the defender, since he does not know when or where the main blow will be delivered, can never organize his defense fully. Thus the attacker has the inestimable advantage of forcing the defender to fight at the most inconvenient place and at the most inconvenient time. And, since he can therefore compel the defender to divide his forces whereas he can concentrate his own forces, the attacker can be superior on the battlefield—which is the only place where superiority matters.

**General Electric
SELF-CHARGING
PORTABLE**



A NEW KIND OF RADIO

Plays anywhere on its own storage battery.
No battery replacement worries!



**No Other Portable Has
Any of These Advantages!**

1. No battery replacement worries
2. Has built-in non-spillable airplane-type Willard storage battery and G-E battery charger
3. Plays anywhere on storage battery
4. Self-charges while playing on AC house current
5. Charges on AC without playing, if desired
6. Has provision for charging from auto battery

Model LB-330—Built-in Beam-a-scope located in lid—away from metal chassis—for finer reception. Deluxe Luggage Case.

Ask the General Electric dealer to show you the full line of G-E Portables. Prices—\$16.95* to \$39.95*

*All prices subject to change without notice and may vary in different localities. Ask your G-E radio dealer, General Electric Co., Bridgeport, Conn.

GENERAL ELECTRIC

CONTINUED ON NEXT PAGE

The Great American Gin
with the **INTERNATIONAL FLAVOR**

DIXIE BELLE
DISTILLED LONDON DRY *Gin*
Continental Distilling Corporation, Phila., Pa.

A NEW KIND OF CIGARETTE AD

Honest Appraisal Instead of Excessive Claims

WE THINK that a cigarette can be successful without making extravagant advertising claims.

IN FACT, the only purpose of this announcement is to let you know that for 65 years we have been making finest quality tobacco products—and that we consider **CHELSEA** as fine a cigarette as we know how to make.

AFTER ALL, if you are going to be a regular **CHELSEA** customer, you must actually like **CHELSEA** better than ANY other brand. We believe you will.

24 for 15¢

← 4 MORE than the usual 20. To the pack a-day smoker this means 1460 extra cigarettes per year



If your dealer cannot supply you, send \$1.50 for a carton containing 10 packs (240 cigarettes) to Reed Tobacco Co., Dept. L-7, Richmond, Va.

AMERICA'S GREAT MISTAKE (continued)

The theory of the passive defense combined with the policy of political isolation means, therefore, giving the enemy every possible advantage: a nation guided by such a policy deprives itself of allies and permits its enemies to form alliances. Having practiced isolation, it therefore finds itself encircled. In this position, if it remains wedded to the passive defense, it gives to its enemies the opportunity to select its softest side for the attack and the time to organize the attack and the chance to arrange a surprise. There is nothing that the isolationist can do, if he adheres to his philosophy, to prevent the attack from being prepared so that it is most likely to succeed. It is sheer folly, such a policy as that. It is as foolish as if we blindfolded our policemen and then, to be sure they would not get into trouble, tied each one to a separate lamp post.

* * *

The immense danger into which this country has been led, the great sacrifices it will have to make in order to overcome these dangers, are clearly traceable to a specific and remedial cause. The American people have for 20 years been conniving at a violation of the spirit and of the intent of the American Constitution. For the foreign policy of the American Government in this disastrous epoch has been determined not by the Presidents of the United States, their diplomatic and military advisers, but by a determined minority in one House of Congress.

The American Government was never meant to work that way. Yet that is the way it has been compelled to work since the summer of 1919. American foreign policy and the American strategy of national defense have been under the control of a handful of Senators—usually about ten or a dozen—who from the days of Borah and Johnson to the days of Wheeler and Nye have had more to say about the main lines of policy than Wilson, Coolidge, Hoover and Roosevelt, than Hughes, Kellogg, Stimson and Hull, together with their advisers in the State Department and in the General Board of the Navy and in the General Staff of the Army. The plain fact is that if the Constitution had been allowed to work, we should never have found ourselves where we are today. For if the Presidents and their advisers and the majorities in Congress had been allowed to conduct our foreign policy, we should never have committed the errors of isolationism and suffered the consequences we are suffering.

It may well be that a majority of the people have preferred the policy of the isolationists to the policy of those who are charged under the Constitution with the conduct of foreign affairs. All that proves, if it is true, is that a majority of the people, when they are badly led, can make grievous mistakes. Had the Government been allowed to operate in the spirit of the Constitution, had the minority of the Senators not used the filibuster, actual and threatened, to control foreign affairs, the mistakes would not have been made. The people would have had the leadership the Constitution meant them to have and they would not have been misled into such fearful danger.

* * *

We are now repairing the mistake. The price is a gigantic military effort, the conscription of our young men and the regimentation of our industry and of our lives; before the peril is overcome, the price may be a long and difficult war. No other nation could commit such errors as we have committed and survive them and be able to repair them.

We can. For among modern nations America is unique—not as our isolationists tell us because she cannot be defeated, but because America possesses all the attributes of military power. Germany is a great power on land but, unless she wins this war and subjugates Britain, Germany is without power on the sea. Britain and Japan are island empires. We alone have a great Navy based upon the resources of a continent—a combination which Hitler dreams of but which only the American nation actually possesses. This power, once it is fully mobilized and is rightly directed, will give us the means not only to repair our mistakes but to shape the world in which Americans must live.

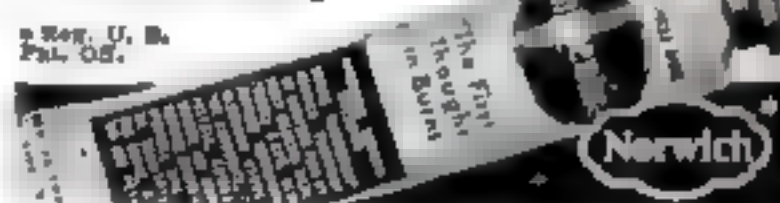
When the
SUN...

puts
its finger
on **YOU!**

UNGUENTINE

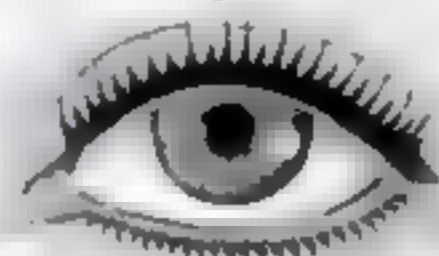
Relieves the Pain of Sunburn

Save yourself needless suffering... use soothing, antiseptic **UNGUENTINE**. It relieves pain, fights infection, promotes healing.



Clear, soothe
TIRED EYES
in seconds!

DON'T LET FATIGUE play havoc with looks! Crow's feet appear fast enough without being further hastened by squinting. Two drops of **EYE-GENE** speedily clears eyes reddened from fatigue, driving, over-indulgence, etc.



JOIN THE THOUSANDS who prefer stainless, hygienic, safe, **EYE-GENE**. Wash them with this specialist's formula today, and see how refreshed they feel. **EYE-GENE** is on sale at drug, department, and ten cent stores.





SURVEYS REVEAL 7 OUT OF 10 NOW HAVE AMERICA'S NUMBER ONE SKIN DISEASE

EXAMINATION of thousands of people, in various occupations, shows that seven out of every ten persons over 12 years of age have Athlete's Foot. For instance, among 2000 persons examined in Ithaca, N. Y., Berkeley, Cal., and Jackson, Miss.—74% were found to have the disease.

Many people who are infected don't know it. Others recognize the disease only during warm weather when symptoms become acute.

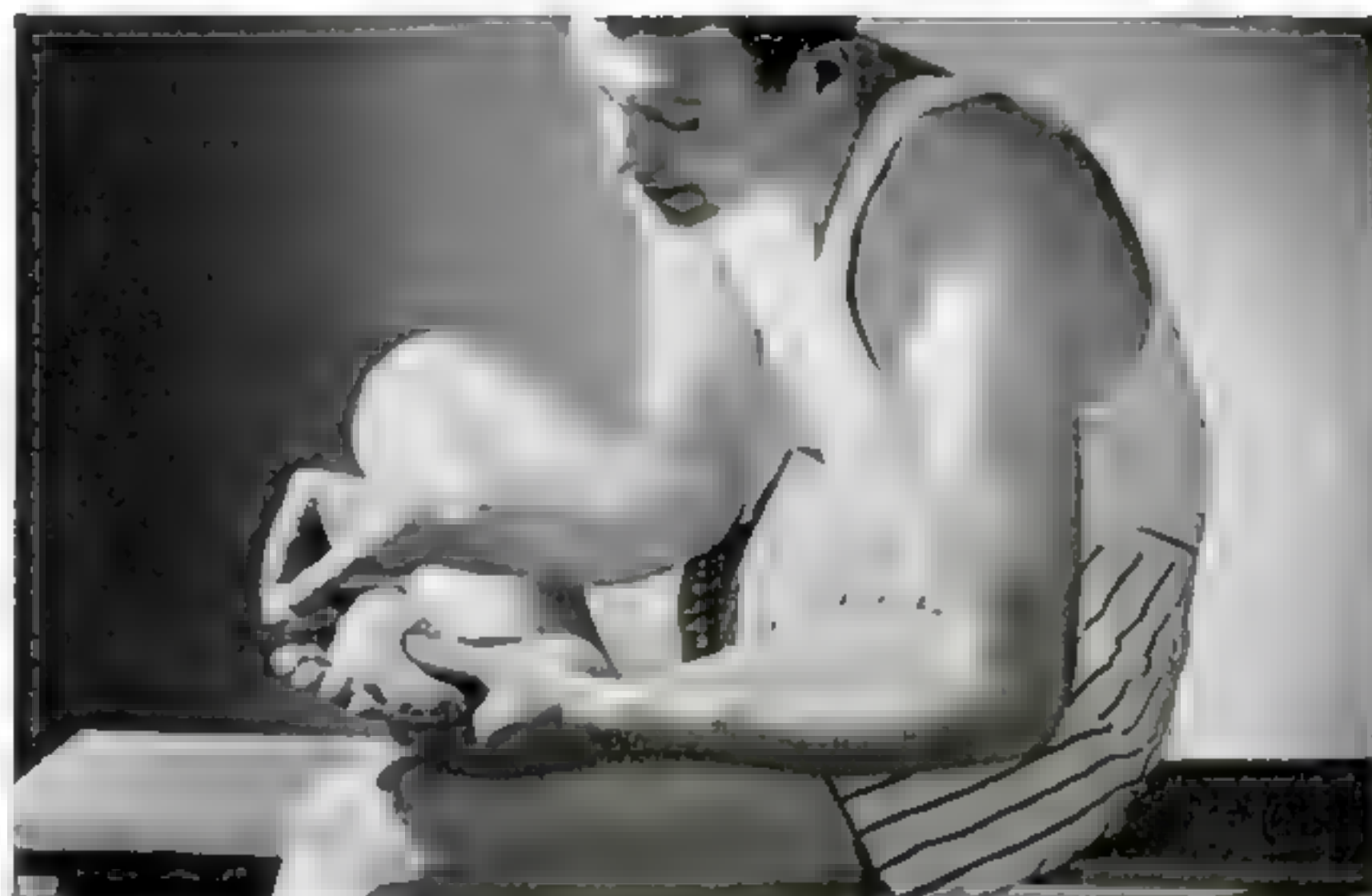
A new aid for the prevention and treatment of Athlete's Foot has been perfected in the Mennen laboratories. It is a powder called Quinsana. And it is producing amazing results.



CAUSE OF ATHLETE'S FOOT is a fungus growth (as shown in photomicrograph). This is a plant organism—not a germ—and resists ordinary germ-killing methods. Quinsana sets up an alkaline condition inhibiting the growth of this fungus.



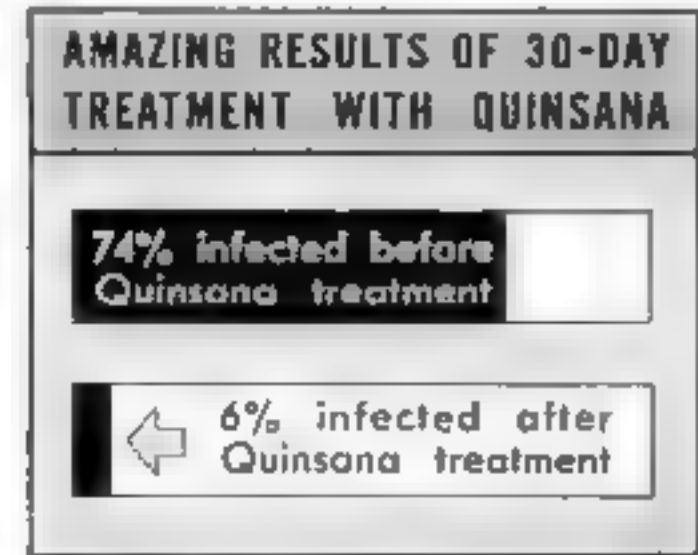
SHOES CUT OPEN, and examined in the laboratory, prove that the fungus which causes Athlete's Foot often thrives in the linings of shoes worn by infected individuals. Hence to prevent reinfection, shoes—as well as feet—should be treated.



CHECK YOUR FEET FOR THESE SYMPTOMS: ☐ Continued peeling between toes. Contrary to common belief, such peeling is not normal, but is usually a sign of fungus infection (Athlete's Foot). Skin between toes should be as smooth and free from peeling as skin between fingers. ☐ Cracks between toes. ☐ Soft, soggy skin. ☐ Itching. Swelling may indicate a secondary infection and should be treated by a dermatologist, physician, or chiropodist-podiatrist.



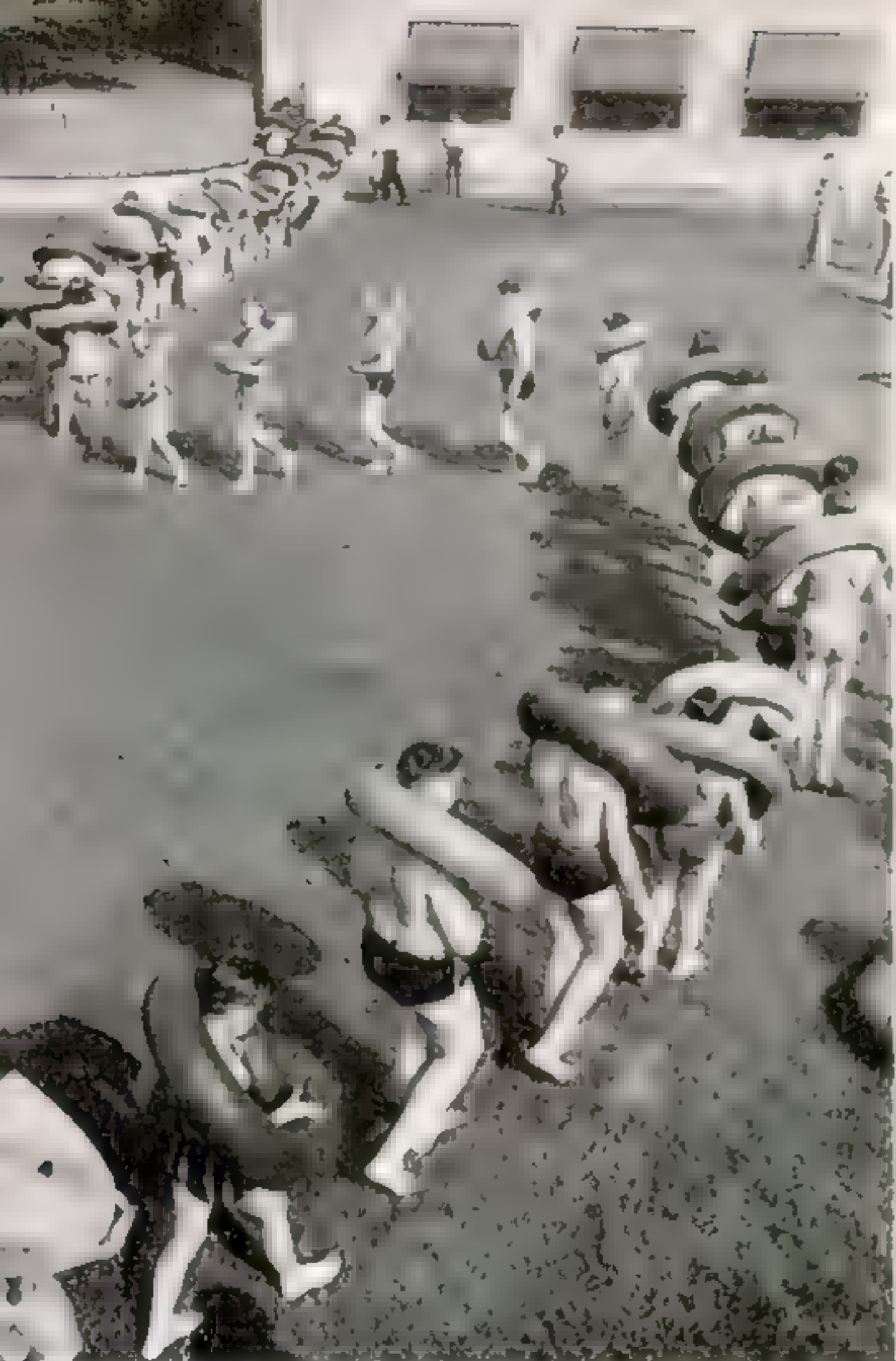
USED 2 WAYS, on feet and in shoes, Quinsana is used where liquids or ointments are impractical. Effective for perspiring feet and foot odor.



RESULTS OF TREATING one group of 1270 persons with Quinsana are shown above. Similar successes are reported in thousands of other cases.



QUINSANA IS INEXPENSIVE and should be used by everyone every day, as regularly as a dentifrice. A tin costs only 35¢ and ordinarily lasts several months. Dispensed at all drug stores in the U.S.A.—also at Army Post Exchanges, Canteens and Ship Service Stores. The Mennen Company, Pharmaceutical Division, Newark, N. J.



Snakelike pattern is formed by inner-tube floaters en route to river. Circular building at left is Terrace's well-known outdoor bar, built around a tree.



Descending to the pier, the floaters walk down two long, steep wooden staircases. They have just received detailed

instructions from the wife of the Terrace's proprietor on the hazards and etiquette of floating down the river.

TOWARD THE END OF THE TWO-MILE STRETCH DRIFTERS JAM UP IN CURRENT, SNAG ON REEDS, SLIP OFF TUBES. REED-BEDECKED MAN AT THE RIGHT IS IMPERSONATING NEPTUNE.





Swirling currents carry lazy drifters downstream. Inexperienced at steering and stopping, many girls left the resorts for home and ended up floating beside new acquaintances.

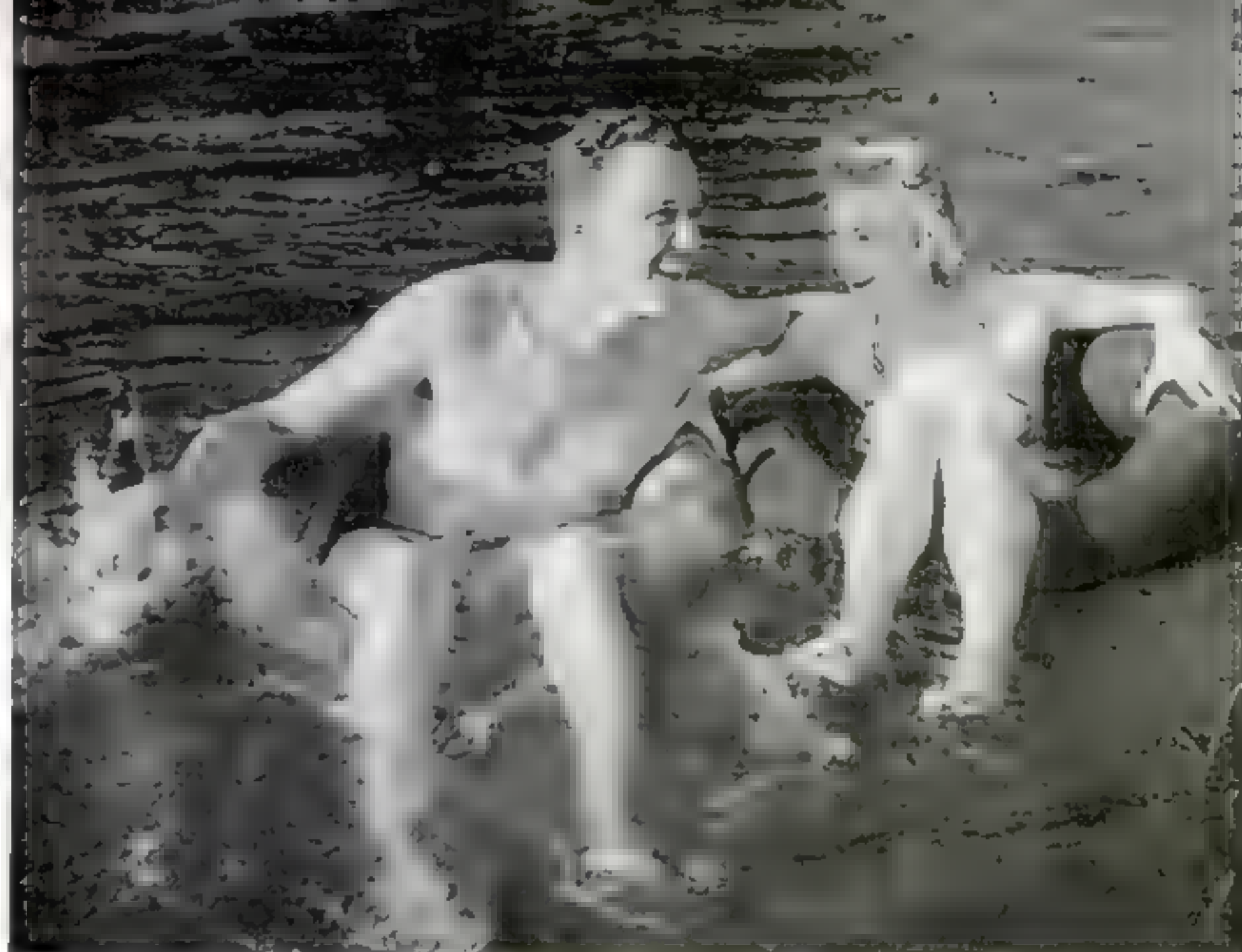
Life Goes on A Floating Party

Down the Apple River in 200 inner tubes

The inner tube has long been indispensable to the old swimming hole. As a life preserver, a swing and a diving target. But seldom, outside of its vehicular uses, has it been thought of as an accessory to transportation. A few years ago, David Breault, proprietor of the Terrace Nite Club on the banks of the Apple River at Somerset, Wis., innovated the unique pastime of mass inner-tube floating for his customers. Since then it has gained rapid popularity.

When LIFE visited the Terrace on a hot Sunday a fortnight ago, it found some 200 people embarking on inner tubes to drift lazily down the river, enjoy the picturesque scenery and imbibe spiked beer. The Terrace, whose weekend business has tripled since its patrons took to the water, provides free inner tubes, instructor and return transportation. The two-mile float between the two Northern States Power Co. dams takes 45 min. and is safe even for non-swimmers as the river is never more than 4 ft. deep. For all prospective inner-tube floaters, Proprietor Breault stresses two important points of etiquette: 1. Don't puncture the inner tubes of other people; 2. Never try to hitchhike.

Kissing is difficult from one inner tube to another. The danger lies in tubes slipping off and plunging amorous couple over backward. Determined neckers park in the reeds.



Beer-drinking is the most popular pastime of Apple River's inner-tube floaters. Here Mr. and Mrs. Bud Kligen of Minneapolis spend a cool Sunday afternoon sharing the same bottle. Many Minnesotans flock across State line to Wisconsin liquor joints to dodge the Minnesota Sunday dry laws.



Precarious pastimes are picture-taking (above) and music-making (below). Once launched with a camera or violin, one must keep it well above the water level until the drift is completed. Other popular cargo consists of books, magazines, newspapers, sandwiches, mouth organs and cigarets.



enjoy the luxury of

Ancient Age



the whiskey of the
"FLAVOR-YEARS"



You can't hurry Father Time when he's aging a superb whiskey! That's why we let the Ancient Age whiskeys sleep undisturbed for a full 8 years. Matured by these extra "Flavor Years", . . . mellowed at leisure for your taste to treasure . . . the straight whiskeys in Ancient Age are eight **YEARS OLD**.

*Also available
at 5 years old*

KENTUCKY STRAIGHT BOURBON
WHISKEY. THIS WHISKEY IS 3
YEARS OLD. 50 PROOF. COPE
1941. SCHENLEY DISTILLERS
CORPORATION, NEW YORK CITY

THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.
*ANCIENT AGE IS A DE LUXE BLEND OF STRAIGHT WHISKIES, 88 PROOF.

Floating Party (continued)



Improvised bridge table is set up by carpenter, floaters and local teenagers to help their way downstream. Downy at left is a 10-ft. steel bridge built to help



Aground on sand bar but unharmed, Robert Doran, a South Minneapolis Ford Co. employee, makes the best of it with his current companion, a song and a bottle of beer.



At Mason's Mill, end of run, the Williams J. Brauns of St. Paul, Minn. haul themselves out of water in rope which spans the river, pick up tires and make for shore.



Free round trip is completed by Terrace's truck which meets waterlogged guests, takes them back to the club. Many of them will return for a second and third trip.



WE LIKE **SPAM** BURGERS A LOT!

COLD OR HOT
SPAM
HITS THE SPOT!

SPAMILY LIFE Mr. & Mrs. Joseph Havstad and their son, Johnny, of Minneapolis



IT'S A **SPAM** SUMMER!

"Our favorite summer sport," says Mrs. Havstad, "is making SPAMburgers on our outdoor grill. Joe flips the sizzling SPAM slices on big buttered buns, and you ought to see 'em vanish! (Johnny claims he's never had enough!) At lunchtime, too, SPAM saves me weary hours in the kitchen . . . with SPAMwiches or SPAM 'n' Salad. Yes sir, it's a SPAM summer for the Havstad family!"



SPAM 'N' SALAD



SPAM WICHES



SPAM
PORK SHOULDER MEAT
with SPAM MEAT ADDED

TELEGRAM

SPAN HAS A FLAVOR ALL ITS OWN WHY? BECAUSE WE BLEND THE SWEETNESS OF PORK SHOULDER WITH THE TASTY TENDERNESS OF HAM THEN ADD A SPECIAL SEASONING

MARY BUTLER
OF THE SPAM FAMILY



HONNEL
GOOD FOODS

SPAM CHILI HAM CHICKEN SOUPS
DINTY MOORE PRODUCTS

COLD OR HOT... **SPAM** HITS THE SPOT!



ONLY ONE DOG LIKE THIS

There's no other dog in the world exactly like this. He is a champion ... a dog that can not be duplicated.



ONLY ONE GIN LIKE THIS

Money can't buy another gin like Fleischmann's. It cannot be duplicated by anyone anywhere in the world. Try it and be convinced.

FLEISCHMANN'S GIN

A Poligreed Gin for Prize Winning Drinks
Distilled from American grain 100 proof

11 1/2 x 8 1/2 inch color print of a dog painting, without advertising, sent for 10¢ Write Box BG
THE FLEISCHMANN DISTILLING CORPORATION, PFEESKILL, NEW YORK

PICTURES TO THE EDITORS

TURMOIL IN A TURBAN

Sirs:

Was it really necessary for you to publish those photographs of the Sikhs carrying their beards and wearing their turbans? (L.F.B. June 25). The layout sent my husband into a state of frantic frustration, as you can see from the pictures below. Now my husband is pretty much of an original mental or rather decided to be right after reading it. I'll show him his beard starting today. Twice he went so far as to tell me that he was arriving home ... saying "If our tiny worst

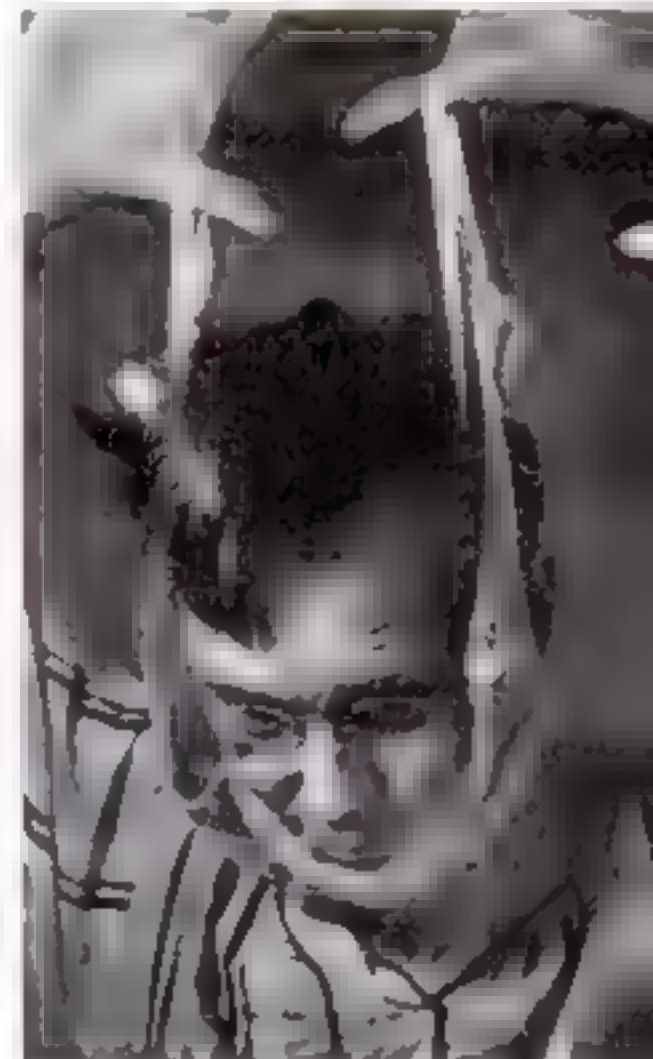
fears realized. There before the eyes of my provider following your directions with my very best friend. To make matters worse, I had run out of my "beard" supply for the week and had to "beard" in place. He wasn't getting any so well that I covered the tracks by putting it in the last picture by suggesting other uses for the abused turban and things. Among the other uses you may find it was that of being shown as a model for the purchase of new ones.

OLGA IRENE BRITZ

Los Angeles, Calif.



RUBBER BAND KNOTS HAIR LOCK



"CHIN STRAP" GETS STRETCH TEST



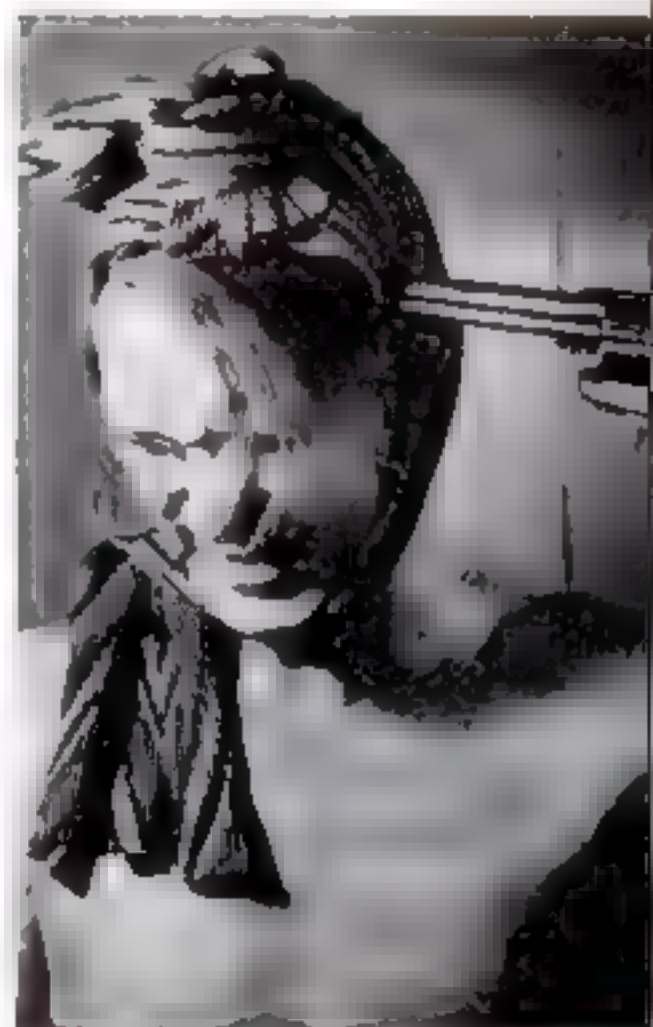
ALL FEELS SERENE AT THIS POINT



THE SIKHS ARE A BIT MORE DEFT



EVEN THE TEETH COME INTO PLAY



MAN CAN STAND ONLY SO MUCH



A compliment by any other name is still a compliment...unless, of course, you aren't quite sure.

If doubt assails you, lady, then here's a way to make sure that your legs win admiring comments. You'd better get NEET, today! For quick, hairless leg beauty, simply place this cosmetic cream hair remover on your legs, or whatever part of the body from which you wish to remove hair...leave it on a few moments...then, rinse off. NEET leaves the skin smooth, white and pleasantly scented. No sharp razor stubble to mar lovely leg lines, or to catch in sheer hose when NEET is used. Nor does NEET encourage hair growth. Buy a tube today from your department, drug, or ten cent store.

Better Get neet today

IF YOU WANT
to subscribe to LIFE, write to
F. D. PRATT, Circulation Manager
LIFE—330 East 22nd Street
Chicago, Illinois
AND ENCLOSE \$4.50

MAIL CLIP FOR BUSY MEN!

clip nails quickly, easily, smoothly.
extra leverage. Demand Wigder. At
drug, cigar, and 10c stores.

Wigder
NEWARK NEW JERSEY



PICTURES TO THE EDITORS

(continued)

ANNA DOESN'T LIVE HERE ANY MORE

Sirs:

An Anna Hummingbird built her nest in an awning hook on our veranda ceiling. I made the following series of pictures during the 25 days after she laid her eggs. In that interval the little ones were hatched, fed, learned to fly, finally left home. In the first photograph I placed a large mirror flush against the ceiling to reflect the eggs' image. For the other shots the mirror was removed.

WILLIAM L. MAY

Alhambra, Calif.



MIRROR SHOWS TINY NEW EGGS



MOTHER BIRD LAYS SECOND EGG



SHE FEEDS FAST-GROWING BABIES



23 DAYS OLD, BIRDS CROWD NEST



LATE AFTERNOON OF 25TH DAY



PACKED WITH PEP

...because it takes these "brakes" off your engine!

The drag of sludge and engine varnish can steal miles from each gallon of gasoline, and sap the power that used to set you back in the seat when you "stepped on it."

Enjoy a "Fast Track"
Gummy deposits on the

narrow "race tracks" of your engine can be avoided by proper care and by choosing a motor oil that resists sludge and varnish.

PennZoil's ability to keep motors clean has been recognized for years, not only by car owners, but by United and other air lines and by railroad streamliner experts.

To avoid substitutes, be sure you...

Sound your "Z" for this
top PENN^{SYL}VANIA OIL

Aid National Defense!

Making and assembling the parts of your car take some 184 man-hours of labor, 3,000 to 5,000 pounds of material. Many parts most subject to wear contain alloys vital to defense needs. You can help conserve such materials and labor by making those parts last longer. Use PennZoil.



"Z"men DIRECTORY SERVICE
For the location of your dealer, just call the number listed under Pennsoil in your phone book!



Member Pa.
Crude Crude Oil
Ass'n Pennsil. Inc. B

GIVES YOUR ENGINE AN EXTRA MARGIN OF SAFETY

Engine Cleanliness Starts Here

Oil impurities that form sludge and varnish in motors are hard to remove by ordinary means.

PennZoil is refined by 3 extra steps designed especially to take out these impurities.





Port-Au-Prince,
Haiti.
June 2, 1941

Dear Fred:

I've learned how to
beat the heat in the
tropics. You sit back
-- relax -- and sip a
tall cool Johnnie
Walker and soda (plenty
of ice). It's a hot
weather tip you boys
in the States can use.



RED LABEL
8 years old
BLACK LABEL
12 years old
Both 56.8 proof



IT'S SENSIBLE TO STICK WITH
JOHNNIE WALKER
BLENDED SCOTCH WHISKY

BORN 1820...
still going strong

Canada Dry Ginger Ale, Inc., New York, N. Y.,
Sole Importer

PICTURES TO THE EDITORS

(continued)

DIRECT DIRECTORY

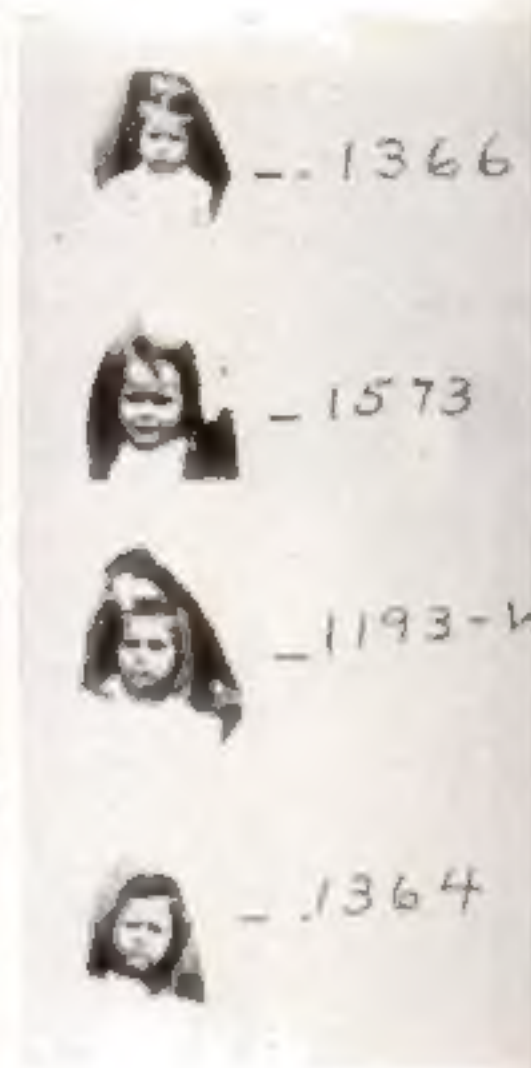
Sirs:

Five-year-old Caroline Phelan is too young to use a regular telephone book, but what young lady doesn't like to call up her chums? Caroline has her own private directory. It shows pictures of the neighborhood children and has their telephone numbers lettered in opposite the

photographs. Whenever Caroline feels in a conversational mood, she looks over the spread of faces in her directory, chooses one and calls the corresponding number. I am sending you a picture of one page of the directory, together with a portrait shot of Caroline herself.

E. W. PHELAN

Valdosta, Ga.



AQUABELLE PRODIGY

Sirs:

One doesn't expect aquatic dexterity from a 15-month-old tot like Barbara Wynne Rixey. That's why I'm sending along these shots of Barbara's "strip-

tease" and swimming feats. But don't be too credulous. Barbara could not have done nearly so well without the underwater support of her Daddy, who is shown coming up dripping in the last photo.

LILIAN RIXEY

Washington, D. C.



TOWEL IS GOOD STRIPPER PROP



TREADING WATER IS A CINCH



THIS IS EASIER THAN IT LOOKS



DAD WAS SUBMERGED POWER PLAN

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*Look at the price tag on
this great cleaner . . .*



The
HOOVER
NOW ONLY
REG. U. S. PAT. OFF.

\$48⁵⁰
and your
old cleaner

(Terms as low as \$1.00 per week, payable
monthly, with small carrying charge)



MODEL 305

**THE CLEANER YOU'VE ALWAYS DREAMED OF
AT A PRICE YOU NEVER DREAMED OF.**

Now more women than ever are turning to the Hoover Cleaner at this new low price because they realize it is an economical investment in faster, better, more thorough cleaning.


The Hoover gets more dirt per minute because it is the only cleaner using Air-Cushioned Vibration. *The Hoover protects rugs*, because its exclusive cleaning principle gets out deeply embedded grit and particles that, left in, cut off nap . . . it fluffs the

nap and freshens the colors.

The Hoover will last you long because it is built by people whose hearts lie in building the best cleaner in the world. Call your Hoover dealer for a free home trial and ask his representative to explain to you all 10 points of Hoover superiority. The Hoover Company, North Canton, Ohio.

Super-efficient, above-the-floor cleaning tools at slight extra cost. For a limited time, specially reduced in combination with the Hoover Cleaner.

IT BEATS . . . AS IT SWEEPS . . . AS IT CLEANS

A man in a brown suit and hat and a woman in a purple suit and hat are smiling and holding a large, light-colored tobacco leaf. They are standing in front of a wall of hanging tobacco leaves.

● Actual color photograph of tobacco hanging inside curing barn—Ray Oglesby inspects a leaf of fine, light tobacco, before using.

"Luckies pay higher prices"

"—to get lighter, milder leaf like this!" says Ray Oglesby, tobacco auctioneer of Winterville, N. C.

LISTEN to the bidding at 'most any tobacco auction—and you'll see right fast that Luckies pay higher prices to get the finer, lighter leaf. Like any smoker, that's the tobacco I want—so naturally, I choose Luckies for my own enjoyment!"

Yes, Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos. No wonder that with independent tobacco experts—auctioneers, buyers and warehousemen—Luckies are the 2 to 1 favorite over all other brands combined. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!

**WITH MEN WHO KNOW TOBACCO
BEST—IT'S LUCKIES 2 TO 1**



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